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NEWSPAPER

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FEB 8 1954

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23RD year

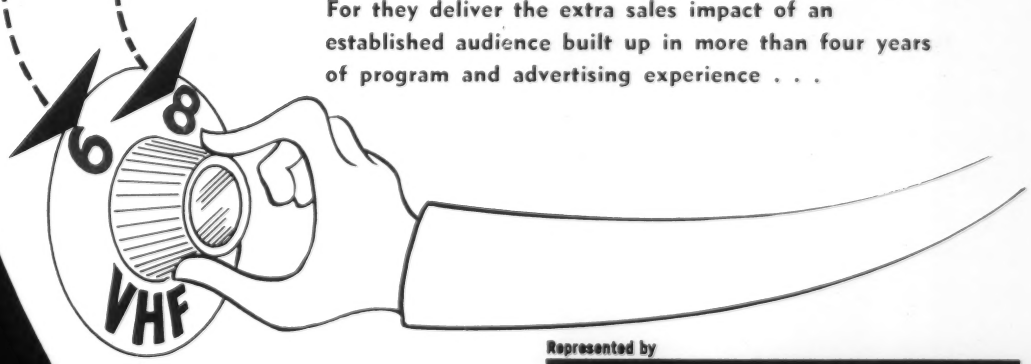
NEWSWEEKLY ... RADIO AND TV

IF THEY HAVE A SET they'll see . . .

KOTV CHANNEL 6 IN TULSA

KFMB-TV CHANNEL 8 IN SAN DIEGO

Every television family in these two rich market areas can receive channel 6 in Tulsa and channel 8 in San Diego regardless of the make or age of their set. These two stations are indeed bright spots on your advertising picture. For they deliver the extra sales impact of an established audience built up in more than four years of program and advertising experience . . .

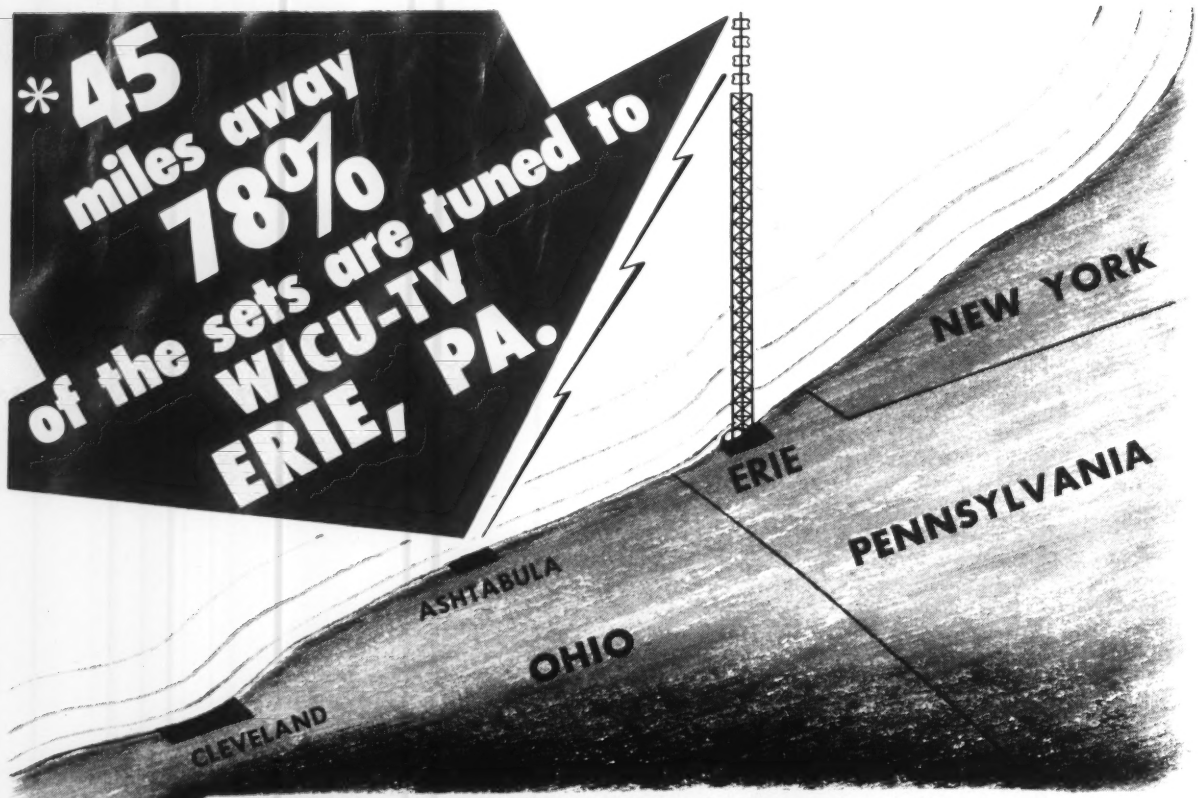


Represented by
Edward Petry & Co., Inc.
NEW YORK CHICAGO LOS ANGELES DETROIT ST. LOUIS SAN FRANCISCO DALLAS

KOTV • Channel 6
WRATHER-ALVAREZ, INC.
TULSA, OKLAHOMA

KFMB-TV • Channel 8
WRATHER-ALVAREZ BROADCASTING, INC.
SAN DIEGO, CALIF.

Network Affiliations CBS • NBC • ABC



*VIEWERS have CHOICE of THREE CLEVELAND STATIONS, ONE ASHTABULA STATION, and THE ERIE, PA. TV STATION, WICU-TV CHANNEL 12 . . . YET 78% of the SETS are TUNED to WICU-TV, ERIE, PA.!

More people in Ashtabula, Ohio (about half way between Erie, Pa. and Cleveland, O.) are tuned to Erie's WICU-TV than any other TV or Radio Station. A Pulse Survey shows that from 60 to 78% of Ashtabula people are tuned to WICU-TV at all times! Only 1% were tuned to the 3 Cleveland TV stations and the local Ashtabula TV station. That's proof positive that Erie's WICU-TV, Channel 12, is your best buy in Northwestern Pennsylvania, Northwestern New York and Northeastern Ohio.

***SOURCE:**
PULSE SURVEY
CONDUCTED NOV. 1953

- RADIO
- TV
- NEWSPAPER

EDWARD LAMB *Enterprises* INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Avery-Knodel

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

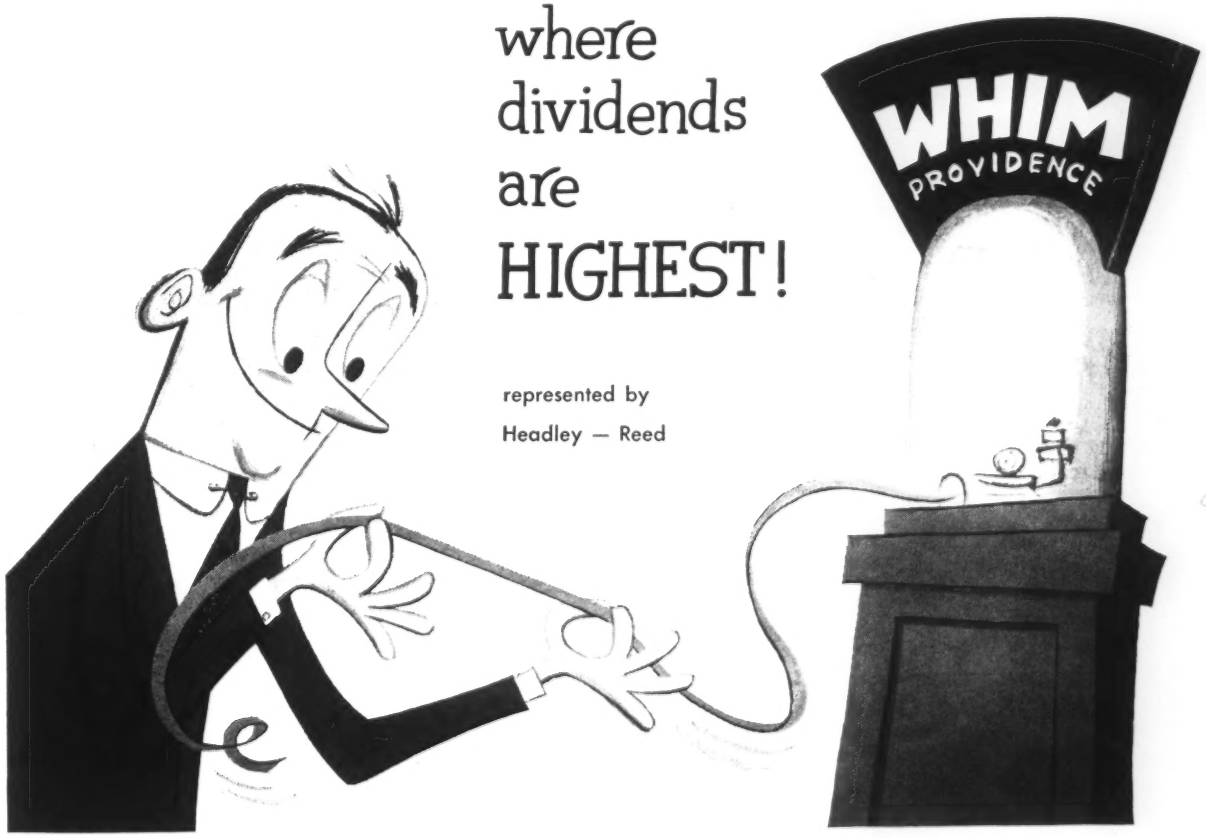
don't
throw
advertising
dollars
away...

Buy the one Providence station that delivers the largest audience

at the lowest cost per thousand . . .

invest
where
dividends
are
HIGHEST!

represented by
Headley — Reed



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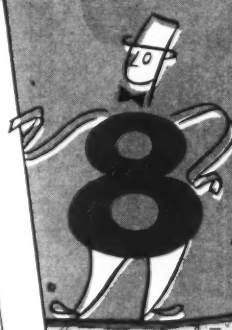
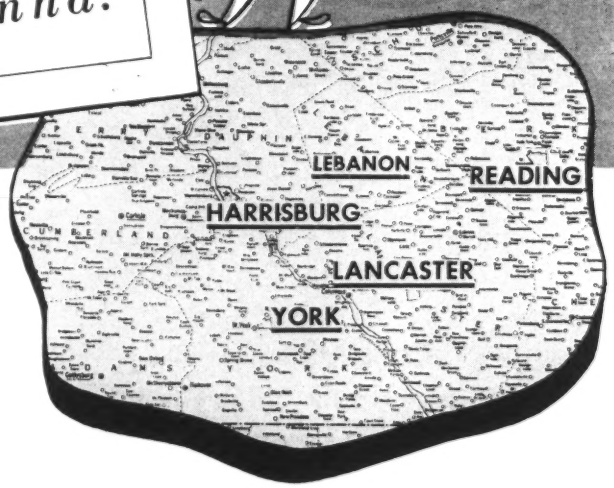
your product is introduced by a friend

WGAL·TV

NBC · CBS · ABC · Du Mont

Lancaster, Penna.

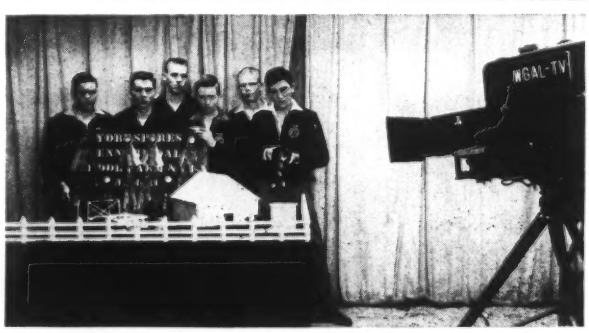




The WGAL-TV market—its people spend each year: $1,723,599,000 for retail items • $930,969,000 for food • $283,306,000 for automotive goods • $41,362,000 for drug items.

WGAL-TV—Channel 8—is received with respect and welcome by every member of the family in homes throughout its big, rich, diversified industrial and farm area. This area includes Lancaster, Harrisburg, York, Reading, Lebanon and hundreds of smaller cities and towns. Local programs and top shows from **Four Networks** give popular voice to every segment of this large area. When your product enters these homes it is assured friendly welcome. Join the many leading national and local advertisers who have used WGAL-TV consistently throughout its **Five Years** of service. Sell your products successfully, profitably. Buy WGAL-TV.

Steinman Station
Clair McCollough, *President*



Carefully planned, diversified local programming reaches every segment of the community. An example—the York County Kennard-Dale Chapter of Future Farmers of America being interviewed on a WGAL-TV farm program.

Represented by MEEKER

WGAL
AM TV FM

New York Chicago Los Angeles San Francisco

closed circuit®

NEW LIGHT on tv's place in American life to be shed in upcoming Jerry Jordan survey for Radio-Electronics-Tv Mfrs. Assn. Documented evidence will show how tv is gaining high ratio of its viewing hours from time created by labor-saving appliances. It's expected to reveal, also, that worst competitors of sports events are other sports events, not 27 million television sets, charting shifts of stadium patronage from one sport to another, and from amateur to pro contests.

★ ★ ★

WITH ROBERT E. LEE confirmed for FCC, next Commissioner at bat will be John C. Doerfer, who assumed office last April to fill unexpired term of Robert F. Jones, which ends June 30. Because it's political year and Mr. Doerfer is Wisconsin Republican, indications are that organized Senate Democrats again will attempt to raise McCarthy issue on confirmation. President Eisenhower is expected to submit Mr. Doerfer's nomination about 30 days in advance of expiration.

★ ★ ★

AWARD FEVER, which for long time has beset radio-tv and seems to be getting worse in television, is arousing network officials to new attempts to quell it. Their hope: to minimize all but top, "legitimate" awards, ignoring those in which organizations bestow some "honor" on network as means of getting publicity for themselves through on-the-air presentations. One problem: advertisers often are impressed by fact that show has won some award, with result that awards can be strong sales tool. There's also feeling that radio-tv industry should confer its own awards.

★ ★ ★

TACKLING one of knottiest pending cases, FCC last Thursday and Friday discussed disposition of so-called Edward Lamb case, *i.e.*, whether it should grant pending applications or set them for hearing, and if latter, on what issues. Mr. Lamb, attorney, broadcaster, publisher and industrialist, has been controversial figure with Sen. McCarthy overtones because of his identity with liberal Democratic causes, himself has sought hearing to get issue settled. His properties include WIKK and WICU (TV) Erie; WTOD and WTRT (FM) Toledo; WHOO Orlando, Fla.; CP for WMAC-TV Massillon, Ohio, uhf for which he seeks site change, and pending transfer of uhf WTVQ (TV) Pittsburgh to Lamb ownership. Full-dress hearing is indicated.

★ ★ ★

NILES TRAMMELL, who ought to know, predicts that Pat Weaver-Bob Sarnoff team will do big things for NBC. He feels it's ideal combination providing youth, creative ability and sound business judgment along with administrative experience.

★ ★ ★

FCC, as of Feb. 1, was "current" on all its non-hearing tv cases, with McFarland letters sent to all adversary applicants involved in hearings. This beat by at least two years original time-table which preceded "expediting" procedures initiated by Chairman Rosel H. Hyde. Pending and waiting action are substantial number of hearing cases on which reports already have been written and, in this respect, FCC isn't as current as it would like to be.

★ ★ ★

BBDO, which has announced opening of new office in Dallas [B•T, Feb. 1] also is casing Atlanta for new branch.

★ ★ ★

THERE'S SENTIMENT among FCC members to leave responsibility of determining multiple ownership issue involving tv to Congress. Now in proposed-rule-making stage, pending proposal would increase multiple ownership limit from present five to seven, only five of which could be vhf. In some quarters it's felt that Congress should establish limits.

★ ★ ★

IN APPOINTING Mary Jane Morris to secretaryship, FCC is emphasizing it was promotion from within of experienced staff member, this designed to dispel notion that politics predominated, which might have been view if "outsider" had been named. Miss Morris (see story page 38), it's understood, will perform confidential duties of secretary but will not handle political or legislative contacts as did her Democratic predecessor, T. J. Slowie.

★ ★ ★

WITH APPOINTMENT of GOP secretary in person of Miss Morris, FCC can be expected to move ahead filling other top level staff vacancies. These include assistant general counsel, by virtue of resignation of J. Roger Wollenberg, and chief examiner.

★ ★ ★

AGENCY handling account of parent Westinghouse Electric Corp., Ketchum, MacLeod & Grove, of Pittsburgh, expected to land business of Westinghouse Broadcasting Co. Placements for parent company by Pittsburgh agency include professional football on DuMont and first NCAA football schedule in 1951 on NBC-TV.

★ ★ ★

WHEN WGN's *Theatre of the Air* performed "Madame Butterfly" at Lisner Auditorium, Washington, Jan. 29, all FCC members were invited. Present: Republicans Chairman Rosel H. Hyde, John C. Doerfer, Robert E. Lee; Independent E. M. Webster. Absent: Democrats Robert T. Bartley and Frieda B. Hennock. (Seventh Commissioner, Republican George E. Sterling, was out of town.)

★ ★ ★

LIGGETT & MYERS (Chesterfield cigarettes), New York, through Cunningham & Walsh, New York, is still looking for evening tv time availability and property for sponsorship with budget formerly spent on Arthur Godfrey.

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Baseball radio-tv headed for new records in sales. *Page 27.*

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Nielsen plans local rating reports. *Page 31.*

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Sholis urges continuation of Politz-type research. *Page 33.*

GOVERNMENT

Networks favor adoption of FCC's proposed rule to raise tv ownership limits. *Page 38.*

Mary Jane Morris becomes first woman FCC secretary. *Page 38.*

Republicans plan to spend more for radio-tv in upcoming Congressional campaign than ever before in a non-presidential race. *Page 42.*

Special government advisory commission says Congressional snooping hurts overseas information program. *Page 48.*

STATIONS

WLS and WENR, both Chicago, merge. *Page 52.*

Summary of tv stations to begin operation in next 30 days. *Page 52.*

PERSONNEL RELATIONS

New York musicians threaten strike against radio and tv networks. *Page 59.*

NETWORKS

New York Welfare Dept. calls *Strike It Rich* a "national disgrace" and says it needs a city license to solicit charitable contributions. *Page 60.*

NBC affiliates committee approves new contiguous network rates. *Page 62.*

ABC urges approval of split sponsorship plan at Chicago meeting with affiliates. *Page 64.*

MANUFACTURING

Maj. Edwin H. Armstrong dies in suicide leap. *Page 67.*

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Sports film producer hits the jackpot. *Page 84.*

Big banks go into tv film financing *Page 88.*

FOR THE RECORD

Weekly TELESTATUS summary of all tv stations on the air and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 107.*

Things have changed in ARKANSAS, too!

ALONG with so many other States in the South, Arkansas is a far better market than many old-timers think. One example: *Effective Buying Income per family is up 195.1% over ten years ago*!*

You can reach almost *all* of Arkansas, now, with *one* radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in the State. KTHS delivers *primary* daytime coverage of 250,694 radio homes. Secondary, *interference-free* daytime coverage includes 73 of the State's 75 counties and brings the number of radio homes to a whopping 823,881!

Write direct or ask your Branham man for all the big KTHS facts, today.

---

* Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Roberston, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

Rettig Heads NBC-TV Production, Business Affairs

ELECTION of Earl Rettig as NBC vice president in charge of production and business affairs for television network programs was announced by Sylvester L. Weaver Jr., NBC president, Friday following monthly meeting of company's board of directors.

Mr. Rettig, who joined NBC in 1950 and shortly thereafter was named director of network production on West Coast, served most recently in New York in charge of production and business affairs of television network programs. He also has been NBC director of finance and operations in Hollywood.

Prior to joining NBC, he served in executive capacities with various motion picture firms, including Jesse Laske Production Unit as production manager; Hal Roach studios as unit manager and casting director; Walt Disney Productions, as production manager, and R-K-O, as studio treasurer and assistant treasurer.

End of ASCAP-Tv Dispute On Rates Expected Soon

END of long-drawn dispute between tv broadcasters and ASCAP over proper terms of licenses for use of ASCAP music on television is imminent, B•T learned Friday following meeting of top ASCAP officials with negotiating subcommittee of All-Industry Local Tv Music License Committee.

Pattern agreed on follows proposal of all-industry group made in December [B•T, Dec. 28] and approved by majority of tv licensees. Plan will be submitted to ASCAP board at its meeting tomorrow (Tuesday) and if approved, as is expected, attorneys for both sides will work out language of contracts for blanket and per program licenses, which will then be sent to tv stations. Industry acceptance of these new agreements will halt legal action instituted in 1951 when more than 50 tv broadcasters asked federal court to set fair and reasonable terms for use of ASCAP music on tv, as provided for in consent decree accepted by ASCAP in 1941 following government anti-trust action.

Representatives of tv broadcasters, who met in all-day session Thursday before coming together with ASCAP representatives Thursday evening were: Dwight W. Martin, General Teleradio, committee chairman; Paul Adanti, WHEN (TV) Syracuse; Campbell Arnoux, WTAR-TV Norfolk; Gaines Kelley, WFMY-TV Greensboro; Irving Rosenhaus, WATV (TV) Newark; C. Robert Thompson, WBEN-TV Buffalo; Thad H. Brown, NARTB (non-voting observer). Simon H. Rifkind and Stuart Sprague, counsel to committee, also attended meetings.

ASCAP delegation included Stanley Adams, president; Saul H. Bourne and Max Dreyfus, board members; Richard Murray, foreign manager; Jules Collins, general sales manager; Herman Finkelstein, general attorney.

CBS-Columbia Sales Up

AN 83 PER CENT increase in dollar volume of orders for CBS-Columbia tv receivers during January 1954 over corresponding period last year was to be announced yesterday (Sunday) by Harry Schecter, vice president in charge of sales. He added that increase in unit orders for January 1954 was more than 100 per cent over same period of 1953.

BE MY VALENTINE

TWO of radio-tv's topmost competitors, CBS chairman William S. Paley and RCA chairman David Sarnoff, will appear together on special CBS Radio program on Valentine's Day honoring Freeman Gosden and Charles Correll on completion of their 26th year as *Amos 'n' Andy*, CBS Radio announced Friday. *Amos 'n' Andy* started on experimental station in New Orleans in 1920, rose to national prominence on NBC, switched to CBS in first of famed "talent raids" in 1948. Feb. 14 special program (CBS Radio, Sun., 7:30-8 p.m. EST), will dramatize life stories of Messrs. Gosden and Correll.

Toy Guidance Council Ad Budget $1,300,000

TOY GUIDANCE Council of America to spend $1,300,000 on campaign to advertise toys as essential to development of children. Plans include 520 half-hour television shows in more than 40 major markets over period of 13 weeks placed directly by Council. Said to be most ambitious public relations venture ever engaged in by toy industry, campaign will start in March.

Melvin Helitzer, director of public relations, meanwhile announced appointment of Ralph Danziger, former art director for Norman D. Waters Assoc., as director of advertising; Robert W. Block, former production supervisor of Kathi Norris television program, as tv and radio director; and Arnold Bolka, formerly with publicity department of Cunard Steamship Co., as press director.

Lever Renews CBS-TV Contract for 'Lux Theatre'

ENDING months-long guessing game, Lever Bros., New York, late Friday renewed sponsorship of *Lux Video Theatre* on CBS-TV Thursdays, 9-9:30 p.m. Plans call for expanding program to hour presentation effective in August in another time segment, as yet unrevealed. Agency for Lever's Lux is J. Walter Thompson Co., N. Y. Radio version on CBS Radio slated for renewal too. There had been wide speculation that Lever would switch both tv and radio versions to NBC.

AFM Negotiations in N. Y. Make 'Little Progress'

NEGOTIATION session Friday afternoon by representatives of radio and television networks and of New York Local 802, American Federation of Musicians, on new contract was said to have resulted in "little progress." Local 802 has voted to give Al Manuti, president, authorization to call strike, if he deems it necessary (see story page 59). It was reported that Local 802 spokesman made suggestion at Friday's meeting that exclusively network issues be discussed today (Monday) when AFM President James C. Petrillo is expected to be in New York for meetings, with Local 802 conferences to be resumed at later date.

• BUSINESS BRIEFLY

LIPTON SPOT CAMPAIGN • Lipton's Tea, New York, through Young & Rubicam, N. Y., placing radio spot announcement campaign in about 65 top markets effective immediately for two weeks. Rising prices of coffee have stimulated increased advertising campaigns for most tea companies.

BUICK SCHEDULE • Buick cars, for its 1954 model, planning another three-day schedule in April, similar to January's, on about 465 radio stations. Agency: Kudner, N. Y.

CAMPBELL AGENCY • Campbell Soup Co., Camden, reportedly shopping for new agency. Firm currently is handled by three agencies: Ward Wheelock Co., Compton Adv. and Dancer-Fitzgerald-Sample.

CONTINENTAL IN WEST • Continental Oil Co., N. Y., planning radio-tv campaign in oil company areas west of the Mississippi, effective late February and early March. Agency: Benton & Bowles, N. Y.

BORDEN DECISION SOON • Borden Co., New York, which dropped sponsorship of its *Treasury Men in Action* through its agency, Young & Rubicam, N. Y., expected to decide on replacement by end of next week. Program called *Justice* and *People Are Funny* are among those being given serious consideration for Thursday, 8:30-9 p.m. NBC-TV time. Network, it was understood, is anxious to build strong Thursday night and has approved both shows.

WISE ON RADIO • Wise Potato Chip Co., Berwick, Pa., planning radio spot announcement campaign, using spots three times weekly, in scattered northeast markets including such cities as Pittsburgh, Providence, Philadelphia, starting early spring for 26 weeks. Agency: Lynn-Fieldhouse, Wilkes-Barre, Pa.

MUSICAL COMMERCIAL • Rollman & Peck, Cincinnati, names Phil Davis Musical Enterprises, N. Y., to originate radio and tv musical commercial for Schoenling Beer and Burkhardt Beer.

TEXAS CO. EXTENDS • Texas Co., N. Y., has extended sponsorship of Metropolitan Opera broadcasts over ABC Radio on Saturday, starting at 2 p.m., EST, to include two additional performances on April 10 and 17. Agency: Kudner Agency, N. Y.

Color Tv Group Dissolved

THREE years of work by second National Television System Committee, industrywide group that developed color tv standards, ended Friday as committee was dissolved by its chairman, Dr. W. R. G. Baker, General Electric Co. vice president. First NTSC developed black-and-white tv standards decade ago, with both being under auspices of Radio-Electronics-Tv Mfrs. Assn. Dr. Baker lauded members for service to American public and individual companies for sharing their developments.

When it's time to sell it's

Teletune Time

Lola, Lloyd, Barbara

Here's a Monday through Friday participating program that offers hard hitting, daytime selling.

Teletune Time highlights music played by Toledo's popular Lola Smith at the console organ and sung by the lovely and talented Barbara Krall. Novelty touches are supplied by Lloyd Thaxton and Sanford, Lloyd's talking parakeet.

"The Mail Bag", a regular feature of *Teletune Time,* gives a personal touch which brings the hundreds of viewers closer to the inner workings of WSPD-TV.

Teletune Time is an action packed show in a market now boasting 279,029 television sets. Contact your nearest Katz agency or call ADams 3175 in Toledo.

WSPD AM-TV

TOLEDO, OHIO

STORER BROADCASTING COMPANY

Represented Nationally by Katz

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

Olson Tulsa Grant Final; Other FCC Actions

GRANT of Tulsa uhf ch. 17 to Arthur R. Olson within week after favorable initial decision by examiner made final by FCC Friday. Mr. Olson, manufacturer and oilman, was only applicant left following withdrawal of Tulsa Tv Co. [B•T, Feb. 1] and with no objections due to be filed, Commission finalized examiner's proposal.

Initial decision by examiner favored grant of vhf ch. 12 in West Palm Beach, Fla., to WEAT-TV Inc., controlled by WEAT principals. This was made possible after withdrawal of WWPG application [B•T, Feb. 1].

Denial of vhf ch. 9 grant to KVOG Ogden, Utah, because of default, was recommended by examiner in initial decision.

At own request, KSPJ (TV) Alexandria, La., surrendered CP for uhf ch. 62.

Three applicants withdrew. They were: Fryer Tv Co., seeking vhf ch. 2 in Tulsa in competition with Central Plains (Sen. Robert S. Kerr and oilman William Skelly) and KOME Tulsa; KBIX Muskogee, Okla., seeking vhf ch. 8 there in contest with KTUL and Ashley L. Robison (KCCC-TV Sacramento, Calif.); and WJQS Jackson, Miss., seeking uhf ch. 47 there.

Refiling for Buffalo, N. Y., vhf ch. 7 was WKBW under name of WKBW-TV Inc. In addition to previous WKBW principals, new applicant includes Buffalo Wastepaper Co., 15%, and Darwin R. Martin, 5%.

Storer Airplane Demolished

STORER Broadcasting Co.'s 19-month-old De-Haviland Dove was "run over" by National Guard P-51 at Birmingham, Ala., airport Friday, is regarded as total loss. Aircraft, valued at $125,000, has been flown average 100 hours monthly on Storer business. National Guard plane collided with parked Storer craft in high-speed landing. Loss believed covered by insurance.

Streibert on Tv

THEODORE C. STREIBERT, director of U. S. Information Agency and former president of WOR New York, to make first tv appearance next Monday as guest on ABC-TV *Junior Press Conference* (9-9:30 p.m. EST). He will be questioned by panel of college students on workings of USIA.

Mutual-WOR Study Underway

STUDY of Mutual-WOR New York operations to be made during next few weeks by management consultant firm of R. A. Lasley Inc. as part of General Teleradio phase of Lasley's overall study of parent General Tire & Rubber Co., General Teleradio President Thomas F. O'Neil announced Friday. Asserting confidence that study would have major significance for growth of General Teleradio in radio, tv and tv film field, Mr. O'Neil noted that Lasley firm's overall study was launched last year with view toward improvement and coordination of administrative functions between various divisions of General Tire Co.

ON-THE-SPOT FIRE

FIRE on second and third floors of New York's *News* Bldg. Friday afternoon received prompt on-the-spot coverage from WPIX (TV), *News* video station located on upper floors of same building. Interrupting *Eloise McElhone Show*, at 3:22 p.m., WPIX broadcast out-the-window pickup for more than a minute until smoke got too thick and at 3:50 p.m. repeated this live coverage. John Tillman and Jack McCarthy described incident and interviewed two pressmen trapped for brief period on third floor.

Jefferson Standard Stations Effect Staff Changes

J. WILLIAM QUINN, program supervisor of WBTV (TV) Charlotte, named managing director of new tv station to be opened in Florence, S. C., next summer by Jefferson Standard Broadcasting Co., according to Vice President Charles H. Crutchfield. Melvin Purvis, Florence attorney, will be station manager at Florence with Robert Rierson, WBT program director, taking over similar post at new tv outlet. M. J. Minor, Jefferson Standard chief engineer, will be project engineer in charge of construction in addition to WBT-WBTV duties. Nelson Benton, WBT-WBTV promotion supervisor, becomes Carolina news editor of WBTV. He will be succeeded by John Dillon, Davidson College publicity director. Ned Burgess, former associate editor of *Mt. Holly News*, is now WBT-WBTV publicity director.

New ABC Chicago Studio

PLAN for completion of new $155,000 tv studio in Morrison Hotel this week announced by ABC Chicago. Terrace Casino will be fifth tv studio for network there and be used for special programs, including simulcast of Don McNeill *Breakfast Club* starting Feb. 22. Construction of complete commercial studio near dining room for delivery of sponsors' messages now underway. Tv control room completed this past weekend.

'Today' Participations

GENERAL Electric Co. (Electronics Div.), Syracuse, through Maxon Inc., N. Y., has bought 21 participations on *Today* (NBC-TV, Mon.-Fri., 7-9 a.m. EST and CST), starting March 2 and ending April 29, and Curtis Pub. Co., Philadelphia, through BBDO, N. Y., has extended its contract on same show to include four more participations for *Saturday Evening Post* and *Ladies Home Journal* through Feb. 24.

UPCOMING

Feb. 11: Academy of Tv Arts & Sciences, annual awards dinner, Palladium, Hollywood.

Feb. 12-13: Oregon State Broadcasters Assn., U. of Oregon, Eugene.

For other Upcomings see page 113.

PEOPLE

BRIG. GEN. DAVID SARNOFF, RCA board chairman, **SYLVESTER L. (PAT) WEAVER,** NBC president, and **ROBERT W. SARNOFF,** NBC executive vice president, were to see President Eisenhower at White House last Saturday morning.

WALTER S. HOLMES JR., acting controller of RCA, elected controller, Gen. Sarnoff, board chairman, announced Friday following board meeting. Mr. Holmes joined RCA in 1947, has been acting controller since **RONELLO B. LEWIS** resigned in November 1953.

JAMES A. AHLGRIMM, assistant local sales manager, promoted to local tv sales manager of KPRC-TV Houston.

SEYMOUR (SY) HANDY, General Teleradio, appointed executive assistant to Gordon Gray, vice president in charge of WOR and WOR-TV New York. Mr. Handy has been with WOR-AM-TV for over 13 years as assistant comptroller of Mutual and as chief accountant of WOR. His new functions will be in personnel, purchasing operations and budget control.

THOMAS C. McCRAY, NBC Western Div. administration director, named general manager of KNBH (TV) Hollywood. He succeeds Don Norman, who resigned to become managing director of Television California, applicant for vhf ch. 2 in San Francisco (see story page 58).

LESTER W. LINDOW, general manager of WFDF Flint, Mich., to attend White House Conference on Highway Safety in Washington Feb. 17-19. **E. NEWTON WRAY,** president and general manager of KTBS Shreveport, La., will represent all Louisiana media at conference.

RAYMOND G. BARNETT JR., manager of Los Angeles office of W. S. Grant Co., station representation firm, to The Katz Agency, national advertising representatives, as member of sales staff of Los Angeles office. He formerly was with ABC Spot Sales in San Francisco and ABC-owned KGO San Francisco.

JACK ROSENBERG, sports editor, *Peoria (Ill.) Journal*, appointed assistant to Jack Brickhouse, WGN-TV Chicago sportscaster.

HERBERT HARRIS, formerly with William H. Weintraub & Co., N. Y., to G. M. Basford Co., N. Y., as account executive.

PM Acquires Benson & Hedges

ACQUISITION of Benson & Hedges as subsidiary of Philip Morris & Co. announced by C. Parker McComas, president of Philip Morris organization. Transaction was declared effective upon issuance of report by Guaranty Trust Co. of New York, exchange agent, that 367,829 shares of Benson & Hedges common already had been deposited for exchange for like number of shares of Philip Morris common, which was said to represent more shares than required for effectuation of acquisition [B•T, Feb. 1]. Benson & Hedges is maker of Parliament filtered mouthpiece cigarettes and other tobacco products.

Everett-McKinney in SRA

EVERETT-McKINNEY Inc., N. Y., radio-tv station representative firm, has been elected to membership in Station Representatives Assn. Max Everett is president of Everett-McKinney Inc.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

"THE SWANEE RIVER BOYS"

MONDAY
THROUGH
FRIDAY
5:45-6:00 A.M.

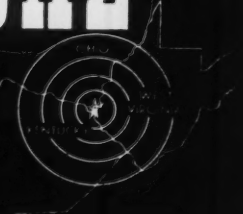
NATIONALLY KNOWN
SINGING TALENT
ON
WSAZ

NOW AVAILABLE
FOR
SPONSORSHIP

Contact: C. T. Garten
WSAZ Station Manager

THE KATZ AGENCY
National Representatives

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Lawrence Christopher, *Technical Editor;* David Berlyn, Harold Hopkins, Don West, *Assistant Editors;* Patricia Kielty, *Special Issues; Staff:* Ray Ahearn, Jonah Gitlitz, Louis Rosenman; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Harriet Sinrod; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS — Maury Long, *Vice President and General Manager;* Ed Sellers, *Southern Sales Manager;* George L. Dant, *Advertising Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Shirley Harb, Mary Jeffries, Betty Bowers; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Anne Fliedner, Doris J. Frazier, Joel H. Johnston, Loel Millar.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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*Reg. U. S. Patent Office
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A REAL PIONEER NEVER STOPS PIONEERING

WJTV .... Mississippi's Pioneer Television Station is pioneering again and will be the FIRST STATION IN THE SOUTHEAST UNITED STATES to transmit in COLOR

JACKSON, MISSISSIPPI

Mississippi's Pioneer Television Station

WJTV COLOR television

John Rossiter, General Manager

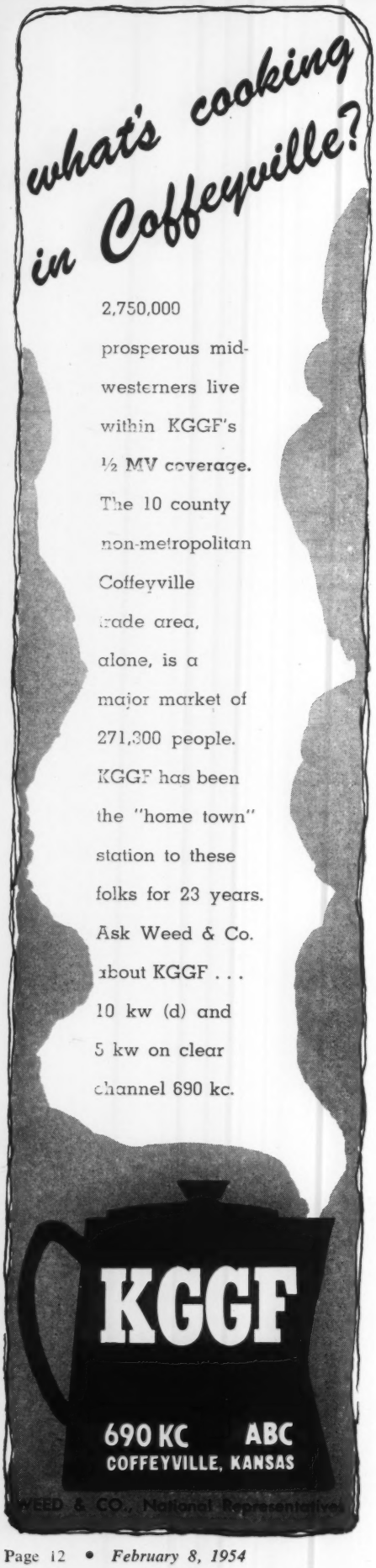
Owned by Mississippi's two State-wide Newspapers

The Clarion Ledger — JACKSON DAILY NEWS

CBS

Primary Affiliate — DuMont

REPRESENTED NATIONALLY BY THE KATZ AGENCY


what's cooking in Coffeyville?
2,750,000 prosperous mid-westerners live within KGGF's ½ MV coverage. The 10 county non-metropolitan Coffeyville trade area, alone, is a major market of 271,300 people. KGGF has been the "home town" station to these folks for 23 years. Ask Weed & Co. about KGGF . . . 10 kw (d) and 5 kw on clear channel 690 kc.
KGGF
690 KC ABC
COFFEYVILLE, KANSAS
WEED & CO., National Representatives

OPEN MIKE

At Home Abroad

EDITOR:

Not too long ago we [read] an excellent article on color television from your Jan. 4 issue of BROADCASTING • TELECASTING magazine. It was entitled "Color Television, Its Introductory Year Begins."

This article was most informative and we feel would be of interest to our overseas offices. Therefore, I would appreciate if you could send us about a dozen copies for distribution overseas and here in our New York office.

Bertha Cola
Radio-Tv Department
McCann-Erickson
New York

EDITOR:

I wish to become a subscriber to your magazine BROADCASTING • TELECASTING . . .

I recently saw a copy of this magazine in the library of a "USA TODAY" exhibition organized by the U. S. Embassy here. I found the magazine very interesting and stimulating, particularly the technical and commercial advancement of a free industry in a free country. It was like a breath of fresh air.

T. Buckley
Leeds, Yorkshire, England

EDITOR:

As a keen reader of B•T and with an added interest in your International section, I thought this item might be of interest to you all.

On Jan. 11, New Zealand's first telecast was made in Wellington, when station 2XSL-TV, relayed the civic reception to Her Majesty the Queen and His Royal Highness the Duke of Edinburgh. The telecast was viewed by viewers in radio stores, hospitals and at the Wellington show. The receivers are of local manufacture. Short periods of blackout while lenses were adjusted for long shots to closeups could not be avoided because only one camera was allowed in the hall, but the over-all definition was excellent.

Best wishes to B•T and I look forward to your newsy publication each week, have confirmed reception of over 650 of your broadcasting stations. . . .

Arthur T. Cushen
Invercargill, New Zealand

Announcers: Please Note

EDITOR:

Now that the president of Turkey is in the U. S., I look forward to all sorts of fascinating pronunciations of his name—and probably all wrong.

Why is it announcers will not look up, nor have looked up, right pronunciations of surnames and place names? Some, in fact, seem to take pride in announcing their ignorance—even those who give away encyclopedias and atlases . . .

Please, won't someone give the boys a pronouncing biographical dictionary and gazetteer they can *keep* around the studios?

C. P. Holway
Chicago

New Stations

EDITOR:

Would you want to make it easier on a subscriber? Possibly thousands of us? Well, here's how.

Each week you publish a commendable and ever-increasing list of television stations now on the air. This week the total is 359. Next week it will be 361, then the following 366. The figures mentioned here may not be the exact ones, but it's a duck soup cinch they'll be on the increase.

Well, here's how you can help us . . .

Could you add a [footnote saying:] "New stations added to this week's listing are:" And include the cities and call letters.

I have a complete card file of all tv stations. It drives my poor secretary batty when she has to run through the entire listing to discover what new cities have been added in the current issue . . .

Arthur T. Johnston
Radio & Tv Dept.
Selvage, Lee & Chase
New York

[EDITOR'S NOTE: The request of Mr. Johnston and other readers will be obliged. Henceforth, new stations added each week will be listed in the heading of the weekly Telestatus.]

Battle of Superlatives

EDITOR:

Your January 25 issue, page 32, shows a breakdown of total advertising in the United States during 1953. These preliminary figures reveal that the volume of local newspaper advertising is more than six times that of local radio advertising.

On page 90 of the same issue, under the heading "Programs and Promotion," you reproduce a newspaper advertisement by a Washington radio station. . . .

In other words, the greatest mass medium in the history of mankind has no more imagination than to pay money to its bitterest (and wealthy) rival, and definitely its inferior as a mass medium, to tell a mass audience about its (radio's) accomplishments. Can you blame a local advertiser for believing, 6 to 1, that newspaper is his best medium, when he sees radio stations themselves confirming that opinion?

I haven't noticed newspapers pouring any of their lush proceeds into the pockets of radio stations. There would be ample justification for them to do so since radio *is* a better mass medium. But they have a good mass medium of their own, and they have sufficient logic, plus strength of conviction, to patronize their own medium to the virtual exclusion of radio. . . .

Ernest N. Thwaites,
Pres. & Gen. Mgr.
KFUN Las Vegas, N. M.
KRTN Raton, N. M.

Government Gripe

EDITOR:

Just got the word that a fee of $325 has been proposed for filing with FCC.

I presume the radio industry will take it lying down.

Wonder how loud the squawk would be if the Post Office Department decided to withdraw newspapers' free mailing privilege?

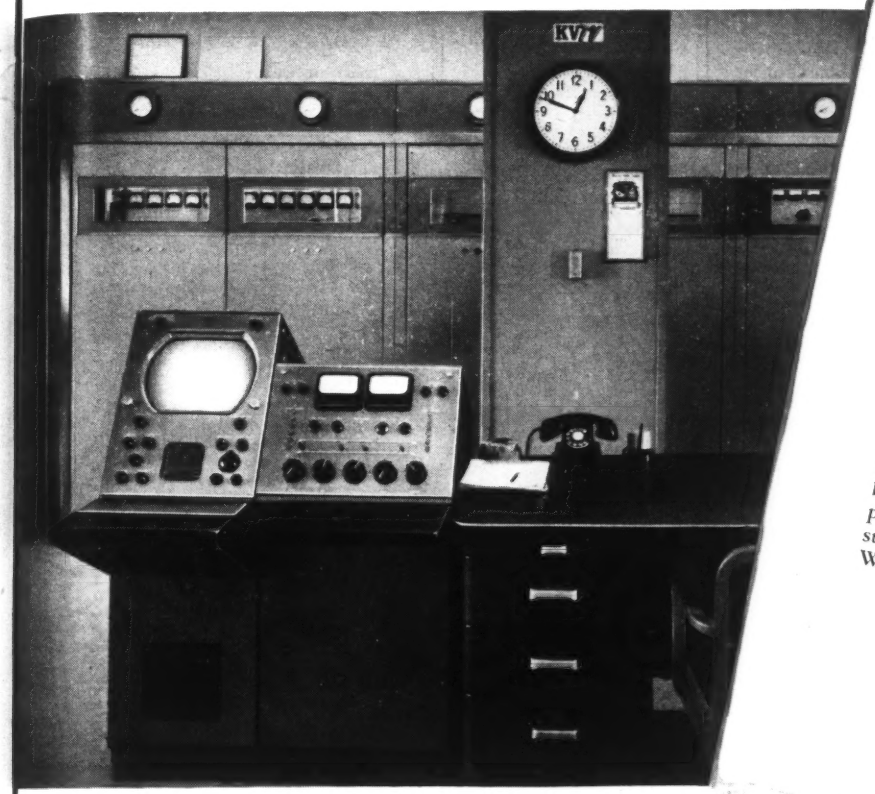
Is KBUD now expected to continue donating free time to about six different government agencies, and pay for the privilege, while our local newspaper gets free government service—and gets paid for recruiting and other ads?

And when does the government start a schedule of fees for police protection, fire protection, etc.

J. B. McNutt Jr., Gen. Mgr.
KBUD Athens, Tex.

[EDITOR'S NOTE: Newspapers do not get free mailing but the next thing to it. In their home counties their second class mail privilege costs one cent per pound for mail distribution.]

KVTV, SIOUX CITY, IOWA REPORTS ON G-E 5 KW HIGH CHANNEL TRANSMITTER:



"We at KVTV knew that when we ordered our General Electric television transmitter and antenna, that we could expect good performance, but I am pleased to tell you that the efficient functioning of this equipment, together with the clarity and stability of our picture on even the very fringes of our area, have vastly exceeded our expectations. Many people who have been observing television for years in other parts of the country have visited us and have consistently remarked on the excellent performance of our G-E equipment. Your technicians were most courteous and cooperative and eager to be of every assistance. We are tremendously proud of our General Electric television installations, as, I am sure, you must be also. We are indeed a 'satisfied customer'."

Robert R. Tincher
Vice President & General Manager
Cowles Broadcasting Company

GE Reliability ... keeps you on the air

Power ... puts a strong signal in all your market area receivers

When you go on the air with a G-E television transmitter... top-notch General Electric engineering know-how has provided extreme signal clarity and maximum area impact! G-E offers broadcasters a complete line of proved-in-operation equipment... a single source of responsibility for supplying all your broadcast needs. Recognize the quality of G-E equipment performance ...take advantage of G-E responsibility today!

DESIGN FEATURES OF A G-E 5 KW HIGH CHANNEL TRANSMITTER:

- **Completely Air-Cooled.**
- **Add High Power Amplifiers**... designed for simplified power expansion when you want it.
- **Increased Accessibility.**
- **Low Power Consumption.**
- **Extended Tube Life**... conservative operation below maximum rated output.
- **Lowest Possible Installation Expense**... coded cable harness included.
- **Supervisory Lights.**

General Electric Co., Section X223-8, Electronics Park, Syracuse, N. Y.

Complete Television Equipment for VHF and UHF

GENERAL ELECTRIC

Only the Best

In Houston, the South's FIRST market, KPRC continues conclusively FIRST. For 28 years, KPRC has shown top results because of leadership in popular live local programs... top local news coverage... audience rating... cost per thousand... coverage... network affiliation.

Behind these facts stand a sound organization of top personnel, hustling audience promotion and merchandising, plus public acceptance and prestige built up throughout the years.

FIRST by FIRST, and all combined, KPRC is the best buy in the Gulf Coast area. Call Edward Petry & Co., or write us direct for availabilities.

FIRST

FIRST in Circulation
FIRST in News
FIRST in Ratings
FIRST in Local Talent
FIRST in Live Shows
FIRST in Merchandising and Promotion
FIRST in Public Service
FIRST in Physical Equipment

STAYS First

FIRST IN LOCAL TALENT

LYNN COLE

Famous for his rich baritone voice and pleasing personality.

CURLY FOX and MISS TEXAS RUBY

Southwest's best in American folk music

DON ESTES

Former NBC artist and popular RCA-Victor recording vocalist

MARIETTA

Dorsey, Ted Lewis, and Art Mooney alumna
Blonde and gorgeous!

THE TUNE-SCHMITTS

Pianist-director Paul Schmitts' six-piece combo.
Original. Smooth-styled. Informal.

PLUS

LEE NORTON
JANET SMITH
THE FOXCHASERS
PANCHO
LEE MUSARA
FRANK SULLIVAN
THE DAY DREAMERS
LILA LEE
JOHNNY NASH
GRACE CRESWELL
AND OTHERS

KPRC HOUSTON

NBC and TQN on the Gulf Coast
JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

KDUB-TV 13
DUMONT CBS PARAMOUNT
25 top CBS and Du Mont shows!
West Texas first Television station
W. D. "Dub" Rogers, president Mike Shapiro, asst. mgr. & director of sales
KDUB LUBBOCK TEXAS
AVERY-KNODEL, INC. National Representative

our respects

to VERNON MULLEN JR.

RADIO-TV broadcasters who deal with Miller Brewing Co. hold high regard for Vernon Mullen Jr., one of the youngest advertising executives with a major brewery today.

This in itself is a personal tribute to Mr. Mullen, advertising director of Miller. It also is indicative of the type of approach that has characterized the company's relationships with the broadcast media on which it has banked heavily in recent years.

Miller's phenomenal rise in the brewing industry and emergence as an annual $2.5 million radio-tv account closely parallels Vern Mullen's own increasing stature since he joined the brewery on March 15, 1950. And while Mr. Mullen has never worked specifically in radio or television, he now is an acknowledged member of the broadcasting fraternity.

Miller has been an ardent user of both media, particularly special events programs, and probably has done as much as any brewery to bring quality and prestige to beer advertising.

Mr. Mullen thinks of radio-tv this way:

"We've never gone overboard for an unbalanced advertising program among media, but we have aways siphoned more into radio and tv as part of a balanced program as our overall budget increased," he says.

In point of fact, Miller allots about a third of its $7 million-plus budget for broadcast media.

Mr. Mullen is the man behind the placement of a host of special programs which Miller has sponsored the past four years since he assumed the duties of advertising director. The most recent: Miller's commitment for the dramatic works of Robert Sherwood on NBC-TV, radio-tv rights to the *Chicago Tribune's* All-Star pro-college football game and Golden Gloves fights and regional network radio rights to all 1954 Milwaukee Braves ball games.

Some of the other broadcast buys that keep Mr. Mullen busy are these special events and programs which Miller bought up the past four years: *March of Time* on tv; Lawrence Welk on radio; *Crusade in the Pacific;* pro football championship and playoff contests on both radio and tv; *First Nighter* on radio; Green Bay Packers football and Milwaukee Brewers baseball; college and pro basketball schedules in Wisconsin.

Vern Mullen is a native of Aberdeen, S. D., where he was born Jan. 16, 1918. He came from an advertising family: His mother was in public relations and Vernon's father was advertising manager of the *Aberdeen News.* They moved to Waukesha, Wis., where young Vernon attended high school and was graduated *cum laude* from Carroll College in 1939. He was yearbook and newspaper editor at Carroll.

Even before his graduation he sold advertising and printing, spending 18 months at the Fowie Printing Co. He majored in history.

Mr. Mullen joined the J. C. Penney Co. in 1940 as director of advertising for its Milwaukee stores. In 1942 he joined the Army Air Force (394th Bomb Group), serving overseas for 26 months in England, France, Germany and Holland. He was awarded the Bronze Star Medal.

Upon his return from service, Vern Mullen decided some advertising refresher courses were in order. He accepted a position at National Enameling & Stamping Co. (now Nesco Inc.) as assistant advertising manager. He moved up to advertising manager eight months later at the age of 28, remaining until March 1950.

Miller had used some local programs and spots before 1949 when it began a program of expansion that took it out of the classification of the small regional brewery. It sought a young man who had had some grounding in a highly competitive field and gave Mr. Mullen the job. At 32 he was probably the youngest advertising executive of any major U. S. brewing firm.

As in the case of its commercials and other advertising appeals, Fred Miller, the brewery's dynamic president, showed good taste. Under Mr. Mullen's advertising know-how, Miller zoomed from 11th to 5th in point of sales reported in barrels. (Its sales volume rose over 278% from 1947 to 1952 alone.)

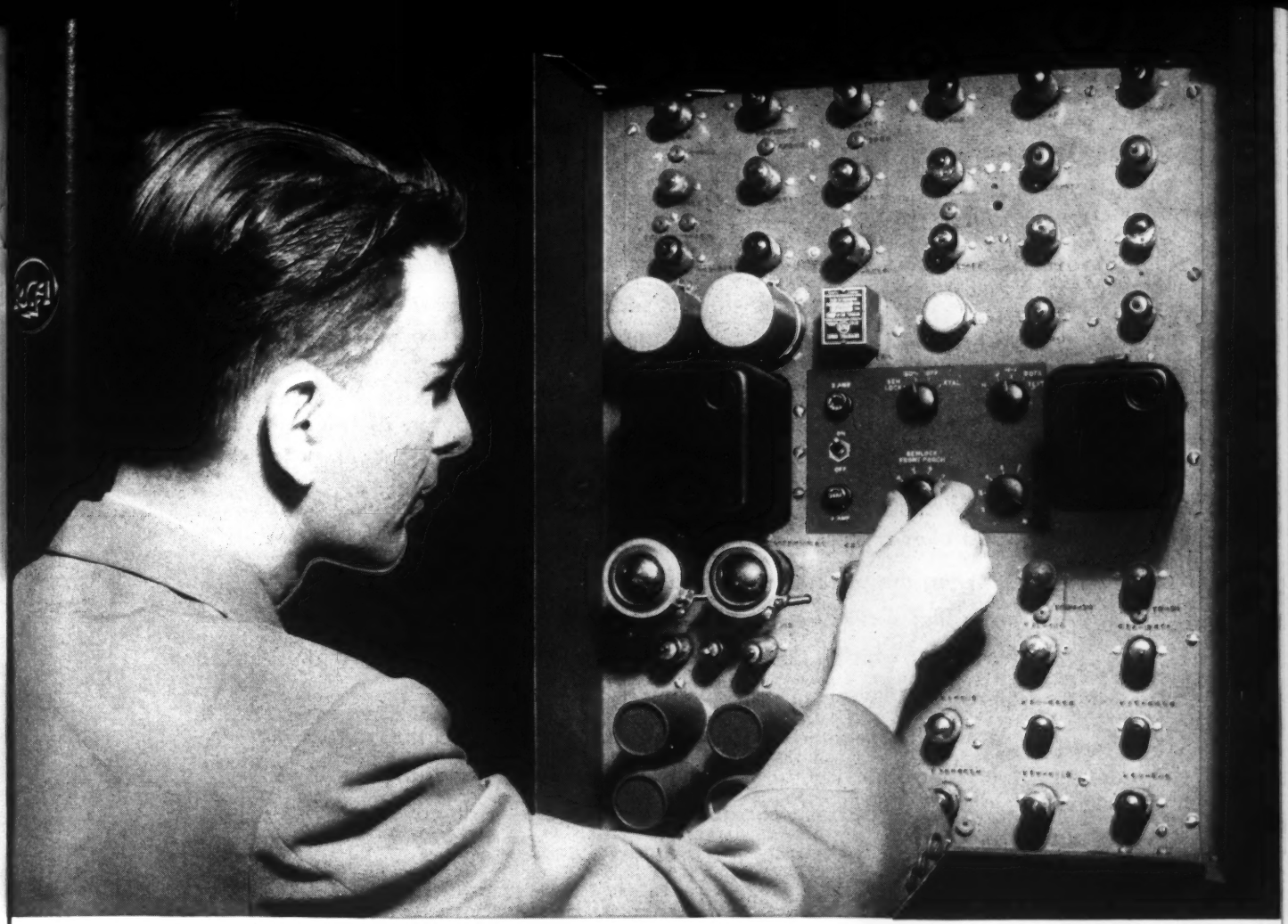
Mr. Mullen's views are expressed in a basic operating theory at Miller's: The best broadcast buys are special events, which lend themselves to merchandising enthusiasm at the dealer level. (Miller doesn't want to commit itself to 39-week contracts for network tv at the present, although "radio is different," Mr. Mullen explains.)

Under Mr. Mullen's able hand, Miller carries its concept for good taste right down to the program itself, exercising the right to review dramatic scripts and commercials alike in the pursuit of quality.

Mr. Mullen is a vice president of the Milwaukee Advertising Club, and is serving his fifth year on its board of directors. He also has been active in local Red Cross and Community Chest campaigns and other civic affairs.

Mr. Mullen married the former Geraldine Corman, one-time home economics director for the Deepfreeze Corp., in April 1948. They have one son, Terrence Michael, 3.

The family lives in Wauwatosa, a Milwaukee suburb. His hobbies are hunting, fishing and golfing. And, of course, Mr. Mullen follows the Braves with a fan's as well as a professional's interest.



New RCA single-unit Sync Generator takes less than one-third the rack space needed by other sync systems

Smallest, finest Studio Sync Generator ever built!

RCA *Type TG-2A*

COMPLETELY NEW THROUGHOUT—and incorporating a revolutionary new multivibrator circuit—Type TG-2A is, we believe, the *ultimate in synchronizing generators.* It combines all synchronizing functions into a single chassis (includes a Genlock, a Dot Generator, a grating generator, and a regulated power supply). It takes only 21 inches of rack space (one-third that required by other sync generators)—is so compact you can easily install two of these units (one a stand-by) and an RCA changeover Switch MI-26289 in a single rack. It uses fewer tubes than other sync generators (38 miniatures, 2 rectifiers). And, of course, the TG-2A can be operated in conjunction with a Color Frequency Standard.

RCA Type TG-2A's are now available for all TV stations—VHF and UHF. For technical details and delivery information, talk to your RCA Broadcast Sales Representative.

Only RCA's TG-2A has these features

- In a SINGLE standard chassis it includes: —a synchronizing generator, Genlock, dot generator, grating generator, regulated power supply
- Entire unit takes only 21 inches of rack space
- Only 4 operating controls
- Adjustable pulse output voltages
- Pulse outputs have sending end-terminations
- Adjustable "front porch" width
- Operates with Color Frequency Standard
- Can be remotely-switched to Genlock operation
- Provides Dot Convergence Pattern
- Fewest tubes of any sync generator (38 miniatures, 2 rectifiers)
- Test jacks for circuit checking
- Pulse widths and delays STABILIZED against tube aging
- Choice of 5 ways to control basic frequencies
- Characteristics more than meet FCC and RETMA standards

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Telenews Wins TV Poll Again!

Telenews news films—for the second year in a row — have been voted television's best in The Billboard's Annual TV Film Service Awards.

International News Service — exclusive distributors of Telenews news films since 1948 — is proud that these products again have been honored with first place in this industry-wide poll for the "best over-all job of film quality" among the TV news film services.

Long the pacesetters in the TV news field, the famous Telenews news film services are now being produced by Hearst Metrotone News Inc., which is pouring into this operation its unparalleled global film procurement and production facilities.

The Telenews label — recognized and honored throughout the television industry for the finest and most dependable quality of news film — also is your guarantee of world-wide coverage that is without peer for scope, speed, and volume.

THE FAMOUS TELENEWS NEWS FILM SERVICES

Telenews Daily | THIS WEEK in SPORTS | Telenews Weekly

TELENEWS DAILY

Superb daily newsreel coverage of world events. Furnished Monday thru Friday in multiple shipments from New York and Washington.

THIS WEEK IN SPORTS

An action-packed, 15-minute program of current sports news on film . . . completely voiced and scored. Shipped each Tuesday.

TELENEWS WEEKLY

Comprehensive, 15-minute program of world news highlights on film . . . completely voiced and scored. Shipped each Friday.

INTERNATIONAL NEWS SERVICE

(Exclusive distributors of Telenews news film services)

Robert H. Reid, TV Sales Manager · 235 E. 45th St., New York 17, N. Y.

SECRET STORM

Network: CBS-TV
Time: Mon.-Fri., 4:15-4:30 p.m. EST
Sponsor: (Mon.-Wed.-Fri. segments) American Home Products Corp.'s Whitehall Pharmacal Co. and Boyle-Midway Inc. divisions.
Agencies: Biow Co. and Geyer Adv.
Cast: Haila Stoddard, Peter Hobbs, Jean Mowry, Dick Trask, Russell Hicks, Marjorie Gateson.
Program Supervisor: Kay Winsor
Producer: Richard Dunn
Director: Gloria Monty

INITIAL telecast of CBS-TV's new 15-minute daytime serial, *Secret Storm*, got off to a whirlwind start. Within the span of 12 minutes allotted to the unfolding of the story, there emerged the picture of a jealous sister-in-law; the suggestion of a broken romance between said sister-in-law and her brother-in-law, and the indication there is going to be a struggle for power between the sister-in-law and the brother-in-law for control of the family business. Then

HAILA STODDARD
Involved in a new tv storm

for a change of pace, the married sister becomes seriously injured in an automobile accident.

Though it is difficult to evaluate the contents of a "soap opera" unless one is a constant viewer, it struck this reviewer that devotees of such television fare will find in *Secret Storm* sufficient amount of the proper ingredients of romance, suspense, intrigue, and tragedy. CBS-TV has provided an excellent cast, headed by Haila Stoddard, Peter Hobbs and Russell Hicks, to project the ups and downs in what might be termed "affairs of the family."

* * *

K-2, THE SAVAGE MOUNTAIN

Network: NBC-TV
Time: Sunday (1/31/54) 2:30-3:30 p.m. EST
Producer: Herbert Swope Jr.
Associate Producer: Robert D. Graf
Script Writer: Richard Hauser
Film Editor: Robert Loweree
Narration: Dr. Charles D. Houston and Robert H. Bates

LAST June, an eight-man climbing team set out to conquer the world's second highest mountain peak located in Northeastern Pakistan. Six of them were Americans. Added to the quantity of supplies which climbers must take with them on a lengthy expedition were several pieces of equipment that had never before been included on a mountaineer's supply list—cameras, film and tape recorders which had been furnished by NBC. The futuristic planning by the network paid off nicely last week in terms of a gripping, worthwhile telecast.

On Jan. 31 viewers got a look at the science and intricacy of mountain climbing in a special NBC-TV one-hour program titled *K-2, The Savage Mountain*. The utter realism of the films and tape recordings of the attempted ascent of K-2, a still unconquered peak surpassed in height only by Mt. Everest, supplemented by authentic commentary and narration proved stimulating video fare. The telecast completely justified NBC's interest in the climbing party which came within 2,700 feet of the top of K-2 before members turned back in a futile attempt to save the life of one of the men who had become seriously ill.

In addition to films of the actual climb, NBC used some introductory shots of members of the climbing team taken in their respective home towns. These segments were handled by a professional narrator. But when the expedition got under way, two members of the team filled in with commentary giving the program a more authentic note. The vocal variety achieved by using different members of the team to narrate the program eliminated the possibility of monotony which could have resulted if only one member had handled all narration.

The party managed to deliver some excellent shots in spite of the hazards of their ascent. Parts of their story when the going was too rough to allow time for any camera work were filled in with tape recordings which gave an account of incidents which they were unable to film.

To update films of the climb, NBC took some current pictures of the climbers when each was asked to give his own impressions of the attempted ascent. Without exception they all want to try it again—perhaps next year. It's a safe bet that NBC will make that trip, too.

* * *

BOOKS

THE SHOCKING HISTORY OF ADVERTISING, by E. S. Turner. E. P. Dutton & Co., 300 Fourth Ave., New York. 351 pp. $4.50.

THIS volume might better have been named "The History of Shocking Advertising" for the author devotes 100 words to the excesses and abuses of advertising to one word for its good points. Despite, or perhaps because of its bias, this chronicle of advertising from the 17th Century to the present should interest anyone concerned with advertising, even if at times it annoys him more.

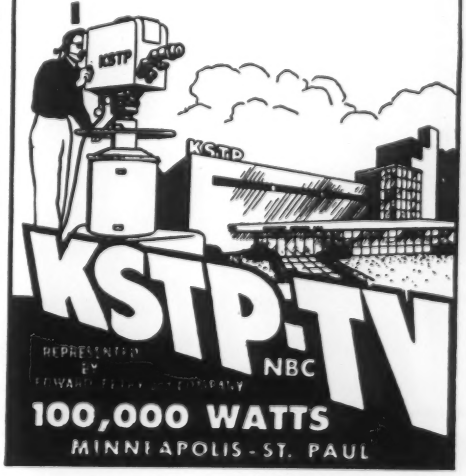
* * *

HOW TO LIE WITH STATISTICS, by Darrell Huff, with pictures by Irving Geis. W. W. Norton & Co., 101 Fifth Ave., New York. 142 pp. $2.95.

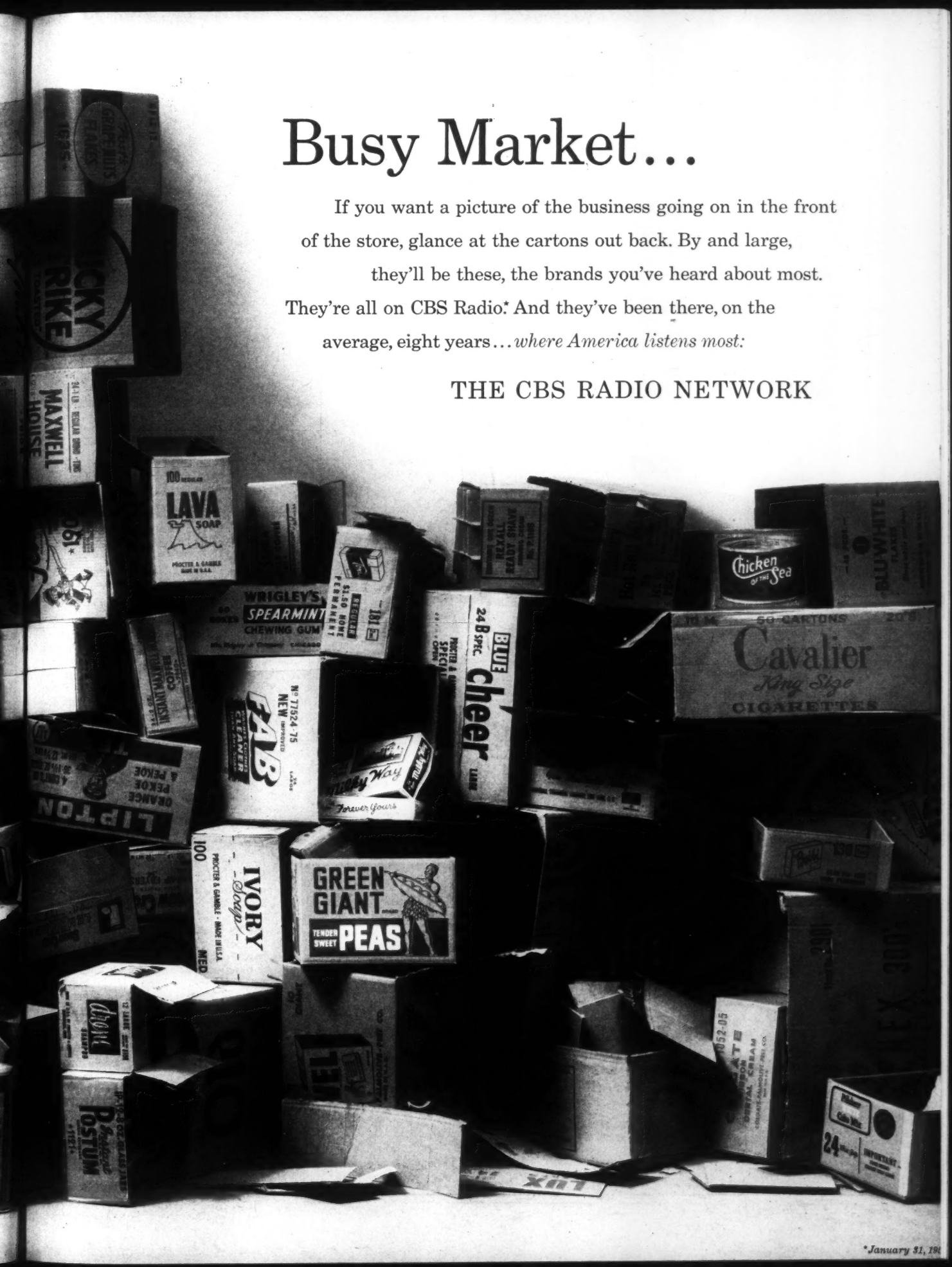
FOR those who must at times deal with statistics—ratings, cost-per-thousand, audience composition and the numerous other data of broadcasting and advertising — this little book is required reading. It would have been more helpful to the statistical novice if the author had defined such esoteric terms of the statistical trade as "extrapolation," to say nothing of the more common "mean," "median" and "mode," but even so, the information is well worth a few trips to the dictionary. For the professional fact-and-figure boys, the volume offers enough horrible examples of misused data to perhaps make them stop and think the next time. The illustrations gaily but effectively drive home the author's arguments.

IN THE
Upper Midwest...

KSTP and KSTP-TV have the greatest and finest facilities of any Radio and Television station in the nation at its expanded Television City site where the Twin Cities meet.



Lifebuoy
AJAX
LUX
TOILET SOAP
Spry
IT'S HOMOGENIZED
CHLOROPHYLL
DINN
MUSHROOM
PALMOLIVE
LUX
FLAKES
Star Kist
Tuna
SWEETHEART
TOILET SOAP
CANDY
XYDOL
DETERGENT FORMULA
LARGE
CORN
FLAKES
JELL-O


Busy Market...
If you want a picture of the business going on in the front of the store, glance at the cartons out back. By and large, they'll be these, the brands you've heard about most. They're all on CBS Radio.* And they've been there, on the average, eight years... *where America listens most:*
THE CBS RADIO NETWORK
LAVA SOAP
WRIGLEY'S SPEARMINT CHEWING GUM
Chicken of the Sea
Cavalier King Size CIGARETTES
BLUE 24 B SPEC. cheer
FAB
IVORY Soap
GREEN GIANT TENDER SWEET PEAS
Postum
*January 31, 19

ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST

TELEVISION
STATION

KRTV

CBS TV and
DuMont TV Networks
CHANNEL 17
LITTLE ROCK, ARK.

KRTV

LITTLE ROCK
TELECASTERS, INC.
Kenyon Brown, Pres.

GEORGE POLK

on all accounts

GEORGE POLK, 25, timebuyer for BBDO, New York, already has been marked as one of the leaders of the rising generation of media men.

"The boy's brilliant and he's eager," one of his older colleagues volunteered. "There'll be no stopping him if he keeps up his present pace."

"He dominates the statistics he works with," said another. "He digests them at a glance and he knows what they mean. What he doesn't know, he darn well learns—and fast. He's not just interested in his work—he's enthusiastic!"

Youthful-looking George Polk was more modest and direct in assaying the reasons for his swift advance and striking promise:

"I like it; one can always work harder at something he truly enjoys."

Indeed his record is impressive. Three years ago he was a messenger boy at BBDO; today he is an important member of the agency's huge media department.

Not only does he look after the radio-tv time purchases for several of BBDO's clients with large broadcast media budgets, among them Lever Brothers and General Mills, but he also works intimately with the overall broadcast plans for agency accounts.

Moreover, he is a member of the four-man committee at the agency which screens syndicated films for clients. The recommendations of this group influence significantly the plans and actions of its advertisers.

It is Mr. Polk's further and somewhat self-imposed function to attempt to keep good availabilities within the shop. If, in his time-buying capacity he learns of an imminent and exceptional opening on a station, he directs the availability to all timebuyers in the agency who conceivably could avail themselves of the time spot for their particular accounts.

A native New Yorker and a bachelor, Mr. Polk was educated at Erskine College, S. C., where he majored in history. In June 1950 he received his B.A. degree. While attending school he had his first brush with advertising, selling time for WANS Anderson, S. C. Upon graduation he returned to New York, and three months later joined BBDO in his fateful capacity as messenger.

His hobby is photography.

WIN A TRIP TO Sun Valley IDAHO

Send No Box Tops From Our Products

NO contest this for coupon clippers . . . contest clubs . . . and jingle rhymers! Boxes keep their tops. Labels stay on their cans.

Housewives, ice men, store clerks needn't bother to enter. This is a contest for the trade only—the television, radio, agency people, time buyers, and advertising personnel who know a great slogan when they write one.

Omaha's most-viewed television station—KMTV—wants to trade a week's vacation for 2 at Sun Valley for a 4-word slogan that pithily expresses its tremendous selling power in the rich Nebraska-Iowa market.

No "25 words or less . . ." mind you. Or a testimonial as to why you like KMTV's popularity-packed local, CBS, ABC, and DuMont programs; its more dependable signal; or its 230,000-set market. Just 4 short, punchy words.

To recuperate from the creative ordeal, the winner has a free week for 2 of skiing, fishing, horseback riding, et cetera, at Sun Valley. And if that doesn't appeal to you, try for one of these other rejuvenating prizes.

GRAND PRIZE — *a week for 2 at Sun Valley*
2nd prize — *a case of imported champagne*
3rd prize — *a case of imported scotch*
4th prize — *a case of bonded whiskey*

HERE'S ALL YOU DO

Write a slogan of 4 words, each word to start with one of the station's call letters — K-M-T-V, in any order. Send your slogan on company letterhead to Television Center KMTV, Dept. 3, Omaha, Nebraska.

All entries become the property of KMTV. The decision of judges shall be final. In case of ties, earliest postmark and originality of presentation will determine the winner. Contest closes March 15, 1954.

GRAND PRIZE

A Week for Two at

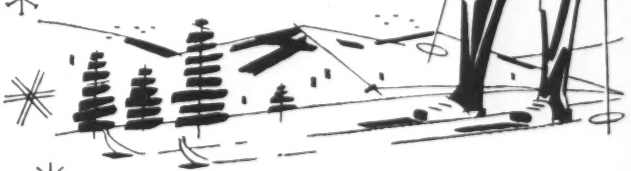
Sun Valley IDAHO

INCLUDES:

- First class rail transportation for 2, to and from Sun Valley.
- First class accommodations for a full week for 2 at Sun Valley.
- $200 cash for meals and the use of the Sun Valley facilities.

ENJOY THESE ACTIVITIES

★ Swimming ★ Fishing
★ Golf ★ Skiing
★ Horseback riding ★ Skating
★ Dancing and evening entertainment



WINNER MAY SCHEDULE TRIP ANYTIME IN '54. 2nd, 3rd, 4th prizes will be sent immediately after judging. Cash equivalent for non-drinkers or winners in states prohibiting shipment of liquor.

TO HELP YOU WIN, two booklets have been prepared by KMTV—a special fact presentation, "The Story of TV in Omaha", and a colorful "KMTV Tour" booklet. See your Petry man, or write KMTV for your copies, today!

TELEVISION CENTER

KMTV

CHANNEL 3
MAY BROADCASTING CO.

• CBS-TV
• ABC-TV
• DUMONT

OMAHA

• Represented by

Edward Petry & Co., Inc.

Representation à la Carte

The pleasures of the table are never more satisfying than when selection of the fare is made under the guidance of a skillful maitre d'hotel. Under these circumstances you are served a repast chosen and prepared according to your specific desires.

A parallel exists in national sales representation. Because the needs of stations vary so widely, ready-made sales activity designed for average conditions, can never achieve the greatest sales potential. The nature and amount of activity must be determined by the individual requirements of each station.

Twenty-one years of experience has developed in the Raymer Company a policy of Personalized Representation based on just these principles. Carefully administrated time and effort first go into the analysis of the specific advantages and special features of each station. These are then presented in the manner most convincing to the individual buyer, to the individual national advertising account.

The proper share of business for each Raymer station reflects the accomplishments of this kind of representation à la carte.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • HOLLYWOOD

Another Reason Why WPTF is North Carolina's Number One Salesman

Front Man . . . . . Clyde (Pineapple) Mitchell

Here's the man who puts WPTF-advertised products OUT FRONT in the retail stores in the prosperous Raleigh-Durham area. He's Clyde (Pineapple) Mitchell, contact man in the WPTF Merchandising Plan. He's a college man with prior merchandising experience with General Foods and Philip Morris. If you sell grocery or drug products, let Pineapple help get your brand OUT FRONT in North Carolina. For details on the WPTF Plan (or how Pineapple got his nickname), contact Free and Peters or WPTF.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

February 8, 1954 Vol. 46, No. 6

BASEBALL RADIO-TV HEADED FOR NEW RECORDS IN SALES

Ball parks are still frozen and deserted, but front-office negotiations with advertisers, their agencies and stations are at white-hot pitch as contracts are being signed, sealed and delivered for an upcoming season of record broadcast coverage.

RADIO and television coverage of baseball, a $35 million package last year, will reach a new all-time record in 1954.

With the season opener still two months away, present negotiations by sponsors point to much radio coverage this year. Television, too, will increase but the picture is not yet definite at this point.

Last year 1,200 radio stations carried play-by-play baseball, flanked by pre-game and post-game adjacencies that netted important income to broadcasters.

Only a score of tv stations carried baseball last year. Firm contracts already signed don't justify predictions but it's obvious there won't be any decline in video coverage. On the other hand there may be more major league coverage if Pittsburgh, for example, drops its television ban—on home games, at least. With 150 or more new tv stations on the air since last summer, there's a good chance some of the minors will get into sponsored tv.

Radio-Tv Sales Offset Losses

While baseball operators aren't willing to admit it, they are counting on radio-tv income to offset known losses in attendance and to build new fans. They blame their losses on radio and tv but professional baseball has been hit hard by such competing recreations as horse and harness racing, more extended vacation travel, motoring and amateur sports.

Most of the old-line baseball sponsors will be in there pitching when the season opens in mid-April, and some of them will soon be sending tapes and tv reels from the training camps.

The list of sponsors includes such familiar baseball names as Atlantic Refining and Sinclair, in the petroleum field; Miller, Valley Forge, Ballantine, Narragansett, National and Budweiser beer; Chesterfield, White Owl and Camels, among tobacco sponsors; Ford and Buick dealers, Coca-Cola and Colgate.

Two areas will show spectacular increases in baseball coverage this year—St. Louis and Milwaukee. The Anheuser-Busch radio schedule for the company's St. Louis Cardinals team will include more than 100 stations plus an important lineup for farm teams. The impressive showing of the Braves in its first year at Milwaukee aroused keen interest in the team far into the reaches of Wisconsin and neighboring states. Miller's beer is setting up a bigger regional hookup, with a score of training camp games included.

These areas alone involve big money for rights and facilities. Then there are the usual regional networks for the Boston, Philadelphia and Pittsburgh teams, with Atlantic Refining and a group of co-sponsors feeding the games to millions. Atlantic also will co-sponsor Yankee games on the New York team's special network.

Mutual is planning its annual Game-of-the-Day pickups for nationwide coverage but plans haven't been announced. President Thomas F. O'Neil told MBS affiliates at their Biloxi, Miss., meeting in January the network would have baseball again but he couldn't yet reveal details. Regional sponsorship is planned.

With contract negotiations still running, major and minor league magnates are sounding their usual alarms about the effect of radio and tv on the gate. At the same time they are depending more each year on the revenues from sale of rights.

AGREEMENT for broadcasts of Cleveland Indians 1954 games on WVKO Columbus is concluded by (l to r) Bert Charles, WVKO general manager; Jim Amento, vice president-general manager, August Wagner Brewing Co. (Gambrinus beer), sponsor for fourth year, and Sandy Hallock, account executive, Byer & Bowman Adv. Agency.

The minors continue to blame the majors for spreading electronic coverage of big-league games all over the country, claiming the fans are moving their enthusiasm away from the local teams to the more glamorous stars of the majors. The protection from play-by-play accounts while minors are playing isn't enough, the smaller teams feel, but thus far their tearful pleadings don't appear to have moved the majors to sympathetic action.

Many of last year's sponsors of dugout interviews and adjacencies are returning this year, with familiar voices and faces appearing once more. This satellite coverage was estimated in 1953 to be a $5 million package and the 1954 total seems likely to be higher—perhaps a good deal higher.

A new phase of 1954 coverage will be the switch of the St. Louis Browns team to Baltimore where it becomes the Orioles. WMAR-TV and WAAM (TV) will share 26 home and 30 away games. National Beer will sponsor the complete schedule on WCBM. Possibility of a regional tv hookup along with a big radio network is developing. Kenyon & Eckhardt is National's agency.

National also will sponsor half of the Senators' games on WWDC Washington and an enlarged video schedule on WTTG (TV) that city, plus a WWDC-fed radio hookup.

It is estimated a total of about $2.5 million dollars will go into sponsorship of radio and television coverage of the Philadelphia Atheletics, Boston Red Sox, Philadelphia Phillies and Pittsburgh Pirates.

Atlantic Refining Co., Philadelphia, through N. W. Ayer & Son, Philadelphia and New York, expects to spend more in its sponsorship of the above four clubs than ever before, a spokesman told B•T. Negotiations with specific stations are still underway.

Phils, Athletics Co-Sponsored

Atlantic will co-sponsor the Phillies and Athletics on radio and television in the Pennsylvania and New Jersey area along with Liggett & Myers and Adam Scheidt Brewing Co. Atlantic, Liggett & Myers and Narragansett Brewing Co. will co-sponsor the Red Sox on a New England radio network of 40 stations and probably on WNAC-TV and WBZ-TV Boston as well as WHDH (radio) Boston.

With a co-sponsor not yet signed, Atlantic will underwrite the Pittsburgh Pirates in Western Pennsylvania in both television and radio. Atlantic and Ballantine beer will sponsor New York Yankee games on radio only in New York State on the "Home of Champions Network," without an outlet in New York City.

During the training period, Atlantic and its co-sponsors will underwrite a schedule of 20 Red Sox, Athletics and Phillies games on radio alone, plus a smaller schedule of games of the Pirates. Cunningham & Walsh, New York, is the agency for Liggett & Myers and Narragansett Brewing.

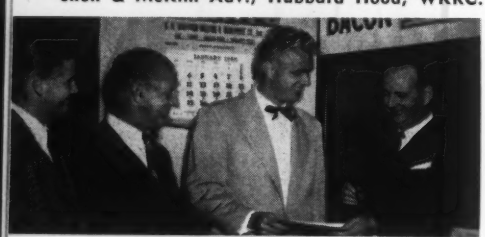
Liggett & Myers' 1954 schedule of sponsorship of baseball games will be similar to that of last year with the dropping of a San Francisco game a week on tv and the dropping of the Chicago Cubs on radio only. In Los Angeles, Chesterfields (Liggett & Myers) along with East Side beer (Warwick & Legler) and Ford dealers (J. Walter Thompson Co.) will co-sponsor the Los Angeles Angels and Hollywood Stars on KHJ-TV for 23 weeks.

Chesterfield and Hamms Beer will sponsor

RADIO NEWSREEL

MID-SOUTH Title Co. of Memphis, Tenn., starts largest radio campaign in local history for such a firm, according to WHBQ that city. Completing terms are (l to r) George M. Houston, vice pres., title officer, Mid-South; L. O. Dobson, gen. sls. dir., WHBQ-AM-TV; James L. Boren, Mid-South pres., and M. J. Vosse, Vosse-Bick Adv. Agency. Monday through Friday nightly 10-minute newscast is used along with Sunday quarter-hour discussion show.

FIFTY-TWO weeks sponsorship of daily quarter-hour *Dave and Barbara* on WKRC Cincinnati is arranged by (l to r) John Limbocker, vice pres., Verkamp Withrow Oil Co.; A. H. Withrow, pres. of firm; E. R. Strauchen, Strauchen & McKim Adv.; Hubbard Hood, WKRC.



INITIAL radio venture by Bridgford Packing Co., Anaheim, Calif., is discussed by (l to r) Donn Spencer, sls. mgr., KVOE Santa Ana, Calif., which will carry 84 weekly spots for 52 weeks for Bridgford; Carl Johnson, sponsor sls. mgr.; Hal Davis, station dir., and Hugh M. Bridgford, packing company pres.

VAN CAMP Sea Food Co., Terminal, Calif., alternate week sponsorship of *Edgar Bergen Show* on 204 CBS Radio outlets is finalized by (l to r) Gilbert Van Camp Sr., pres., Van Camp; Robert Debnam, Van Camp adv. mgr.; Mr. Bergen; R. Jollife, CBS West Coast sls. service mgr., and Gilbert Van Camp Jr., executive vice pres. of sponsor.

Chicago Cubs and White Sox games on WGN-TV there.

For the seventh consecutive year Chesterfield will sponsor the New York Giants games on WPIX (TV) New York. Colgate-Palmolive Co., Jersey City, through Sherman & Marquette, New York, has bought half of the WPIX *Frankie Frisch Show* preceding all home games of the Giants. Chesterfield is still in negotiation in Philadelphia.

Ballantine & Sons, Newark, through J. Walter Thompson Co., New York, will sponsor on WPIX (TV) all the New York Yankee games, except that the third and seventh innings of each game will be sponsored by White Owl cigars, through Young & Rubicam. Ballantine also co-sponsors with Atlantic Refining the radio coverage of the Yankees. Ballantine will sponsor the Yankees on WINS.

Schaefer beer and American Tobacco Co. (Lucky Strikes) will sponsor the Brooklyn Dodgers on WMGM and WOR-TV New York. WMCA will carry Giants games under Chesterfield sponsorship.

Camel cigarettes, through William Esty Co., New York, will sponsor Red Barber's 15-minute broadcasts before and 10-minute broadcasts after all Yankee games on WPIX.

Monarch Buick Buys

Monarch Buick Co. (Buick dealers), New York, has contracted for all radio spots immediately following the Yankee baseball preseason exhibition games on WINS New York, effective March 6, and also uses the radio spots following the regular season games. The preseason schedule is entering its fourth straight year of spot sponsorship. William Warren, Jackson & Delaney, New York, is the agency.

Falstaff Brewing, St. Louis, through Dancer-Fitzgerald-Sample, New York, has been negotiating for radio sponsorship of either the Chicago Cubs or the Chicago White Sox.

Plans also are being firmed up by Miller Brewing Co. for regional radio network coverage of all Milwaukee Braves home and road contests, as well as at least 20 spring training clashes, with WEMP and WTMJ, that city, as key originating outlets. Thirty stations have committed themselves and negotiations are underway involving an additional 25 outlets. Mathisson & Assoc., that city, is the agency.

The arrangement envisions Braves coverage throughout Wisconsin, some of upper Michigan, and parts of Northeast Minnesota and Northeast Iowa. For the first time, the Braves will invade Appleton, Janesville, Green Bay and Wisconsin Rapids, all Wisconsin, an area previously denied them until the foldup of the Class D Wisconsin State League.

Local Clubs Protected

In no instance, it was explained, will the games be piped to a station at the same time the minor league club in that city is playing. Four or five fm outlets are included in the pickups, though the station list was not available late last week pending confirmation from other stations on network commitments.

Miller plans a heavy promotion and merchandising campaign in connection with the broadcasts, with Earl Gillespie handling play-by-play and Blaine Walsh color and commercials. No Braves contests will be televised.

Plans for regional broadcasts by Anheuser-Busch (Budweiser) of all St. Louis Cardinal home and away games over some 120 stations, as well as for minor league broadcasts in eight Cardinal franchise cities and 77 Cardinal road clashes on tv in St. Louis, already have been set [B•T, Jan. 25] and last week stirred protests from some minor league executives (see story below). The beer firm plans a $2 million radio-tv slate. Three St. Louis video outlets have made presentations and the station is expected to be announced this week [CLOSED CIRCUIT, Feb. 1].

White Sox, Cubs Radio Sponsors

In Chicago four advertisers—Sinclair Refining Co. (Morey, Humm & Johnstone), General Cigar Co. (Young & Rubicam), General Finance Co. (Gordon Best Co.) and Coca-Cola (D'Arcy Adv. Co.)—will sponsor radio broadcasts of all White Sox games on WCFL and Cubs on WIND. Games also will be beamed to regional midwest networks involving lineups of stations not yet revealed in either number or identity. Liggett & Myers for Chesterfields (Cunningham & Walsh) and Hamm Brewing Co. (Campbell-Mithun) will co-sponsor 77 Cubs home games and all daytime White Sox home contests on WGN-TV Chicago.

TWO MINOR LEAGUES PROTEST CARDS' PLAN

PLANS by Anheuser-Busch (Budweiser beer) to broadcast all St. Louis Cards baseball games over some 120 stations have evoked protests from two minor leagues and aroused concern among others.

The opposition was raised after George Trautman, head of the minor leagues, met with major league executives and Baseball Commissioner Ford Frick in New York Jan. 30.

The protests were made by the Three Eye League, headed by Harold Totten, former sports announcer, station manager and radio farm service director, and the Western League, with George Barr, former National League umpire, as president.

Mr. Trautman warned that unless the major league baseball clubs curb their radio broadcasts and telecasts in major league territories, baseball will continue "to suffer at an alarming rate."

Mr. Totten charged the Budweiser-owned Cards would "monopolize broadcasting facilities" and compete directly with teams in seven of the Three Eye League's eight cities. The Cards revealed the plan more than a fortnight ago [B•T, Jan. 25].

It was understood the minors have obtained a receptive ear from the major leagues on this subject, and it was held plausible Commissioner Frick might take action in view of the abolition of baseball's old rule 1-D, which protected teams under the 50-mile provision.

An executive familiar with the Cards' plan said the charges were based on misinformation and denied any stations were prevented from airing local minor contests. He also denied that sponsor rights for Budweiser involved any $25,000 tab for stations in any Three Eye League city, claiming the highest price paid was $15,000.

Mr. Trautman said baseball lost 26 million in attendance over the past five years. He said he did not attribute the loss entirely to radio and tv, but they are "strong contributing factors."

Mr. Frick said later that major league owners had not discussed the situation with Mr. Trautman but merely had listened to his observations. He thought major league owners would discuss the matter at their meetings.

MORE P.I. OFFERS FLOOD STATIONS

Eloquent pitches extol great benefits for broadcasters willing to sabotage their rate cards in behalf of such commodities as mineral water and bathroom gadgets.

TWO ways of meeting a recession, or depression, have been offered to the nation and to the radio industry.

1—The Advertising Council, staffed by the nation's top business executives, laid plans for a vast campaign to sell America to Americans [B•T, Jan. 18].

2—Ad Fried Advertising Agency, 318 15th St., Oakland 12, Calif. (Higate 4-6580), suggested it had a depression cure for radio stations—a per inquiry deal on behalf of Rocky Mountain Hot Springs Home Mineral Baths.

Phyllis Rose, writing stations under the Ad Fried letter head, offered this hard-times remedy on behalf of Rocky Mountain Hot Springs Home Mineral Baths.

"Business experts predict that in 1954 competition will be greater than ever and an economic squeeze will affect all radio stations, so now is the time to consider new channels for deriving additional advertising revenue."

Reduced to its essentials, the letter explains that Rocky Mountain Hot Springs Home Mineral Baths "is prepared to spend up to $1,000 per week with your station, but we must first prove to ourselves that the results will justify the expenditure. When it clicks on the test you can schedule it as often as possible, after obtaining our approval."

Obviously anxious to show that Rocky Mountain Hot Springs Home Mineral Baths can cure what ails radio stations as well as human carcasses, Miss Rose continues:

"Many stations make half their dollar volume from per inquiry revenue. Isn't it time that more radio stations get a greater share of this mail order advertising? It is one of the fastest, surest ways of determining the size of your audience and proving to advertisers the strength of your stations' effectiveness. Also you are able to test program formats and collect other useful data about your listeners while making additional revenue."

Three-Month Supply

A three-month supply of Rocky Mountain Hot Springs Home Mineral Baths is nationally advertised (media not specified in letter) for $4.95, with the station getting $2 (minus 15%) on an unlimited p. i. basis, "or according to rate card (based upon orders, received @ $2.00 each). You may control orders, or we will for our client (Thermae Products Inc.). Regardless, you will receive $2.00 for each order, less 15% agency commission."

P. I. has even reached the bathroom.

Radio stations are offered the opportunity of helping their clients save as much as 500 gallons of water per person per month in the operation of their water closets, according to Searcy Adv. Agency, 401 Central Bldg., Portland, Ore.

This cozy saving is effected by use of Half-Flush Toilet Control, which can be offered by radio for only $2.95. Stations are invited to suggest terms for the mail-order project.

Half-Flush Toilet Control has been advertised in national magazines, the agency continues, but there is no suggestion that the magazine contracts were on a per inquiry basis.

Another proposition has been submitted by Dr. Louis W. Palm (retired), Rt. 3, Hickman Hills, Mo., who sells a "program of instruction" titled "What to Do When You Have Cataract." Noting that cataract "is an eye disease affecting 15% of the total population," Dr. Palm's post card proposition states, "You keep $4 of each $10 sale and remit the balance to me when you send me the daily list of customers. Return this card to me and I'll send you the script for the one-minute program."

Other money-making projects were submitted to stations last week. Dale Smith, commercial manager of WMFS Chattanooga, Tenn., and operating the Des Agency, submitted a p. i. deal in a letter starting, "Dear Radio Brother." This "natural money maker from the word go" is a book titled *I Shall Not Want*, based on the Bible. "Naturally, this offer has been checked with FCC regulations and approved by the Post Office Dept.," Mr. Smith carefully explains.

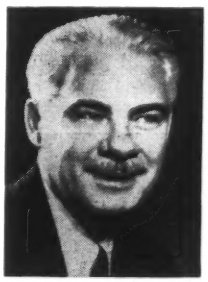
'Short' Commercials

Next he refers to a campaign in national magazines, which traditionally spurn p. i. advertising. "The book has been advertised quite successfully through leading magazines and is just now open to radio," Mr. Smith continues. He recommends two or three back-to-back announcements for repetition, describing the submitted continuities as "rather short for a p. i." Continuities average over 300 words each, judging by the specimens.

The station gets a 50-50 split, it is suggested in the following language, "The actual cost of the book is better than $1. We sell for $2, plus C.O.D. We offer to split the profit 50-50, or, 50¢ per order, no strings attached."

Lane Forms Own Agency; Former WLWA (TV) President

WILLIAM T. LANE, who resigned last year as president and general manager of WLWA (TV) Atlanta [B•T, March 9, 1953], has announced the organization of the William T. Lane Co., advertising and public relations firm, in Syracuse, N. Y. Address of the firm is 700 Wilson Bldg., with telephone, 2-9271. Mr. Lane was president and general manager of the Atlanta station, at that time WLTV (TV), when it was purchased by Crosley Broadcasting Corp., and agreed to stay at the station until the transfer was completed and new management installed.



MR. LANE

Masland's 'Moore' Tie-Ins

C. H. MASLAND & Sons, New York, effective March 8 will tie-in its commercials on the *Garry Moore Show* on CBS-TV with a local daily newspaper campaign in 54 cities.

In the cities carrying the program 200-line ads in evening papers will be placed listing the names of the dealers who handle Masland products in the area. Mr. Moore will wind up each telecast with, "if you want to know where to buy this beautiful Masland rug, look for my picture in the evening edition of your city newspaper." Then the local station carrying the show will cut in slides to show the names of dealers who carry the Masland lines.

Agency is Anderson & Cairns, New York.

CONTRACT for more than $500,000 is signed by (seated) Ernest Hodges, vice-president, Guild, Bascom & Bonfigli, San Francisco, for Regal Amber Brewing Co. (Regal Pale Beer) to assume sponsorship of *Harry Owens Show* on full 14-station Columbia Television Pacific Network for 52 weeks from Jan. 30, while approval is expressed by (l to r) James T. Aubrey Jr., CTPN general manager; Mr. Owens, who conducts the show, and Edmund C. Bunker, CTPN sales manager.

Ford Takes CBS' Murrow Newscasts on 121 Stations

FORD MOTOR Co. effective March 1 will sponsor Edward R. Murrow newscasts on 121 CBS Radio stations in the Central, Mountain and Pacific time zones on Mondays, Wednesdays and Fridays, while American Oil Co. continues to sponsor the program on 83 eastern CBS Radio stations. Thus, Mr. Murrow's radio show (Monday-Friday, 7:45-8 p.m.) will be sponsored on the full network (except for Tuesdays and Thursdays) for the first time recently.

Ford also would like to sponsor the Murrow show on Tuesdays and Thursday on the 83-station eastern lineup and accordingly would like Amoco, now underwriting that list of stations, to cut its five days to three days. But since Amoco has had a long association with Mr. Murrow it appeared doubtful that the company would be willing to cut back on its sponsorship of the program. If Amoco does refuse to retrench, Ford plans to take on Bob Trout, 8:25-30 p.m., on those 83 stations, Wednesday, Thursdays and Fridays.

Agency for Ford is J. Walter Thompson Co., New York; agency for Amoco is Joseph Katz Co., New York and Baltimore.

Plough Buys Nujol, Mistol

SALE of its Nujol and Mistol line of products to Plough Inc., Memphis drug manufacturer and owner of WMPS there as well as WJJD Chicago, was announced last week by Esso Standard Oil Co., New York. The sale was said to include transfer of world-wide trade marks and good will, all inventories of finished goods and supplies and all equipment.

Nujol is a medicinal mineral oil, which has been produced and marketed by Esso Standard Oil and its affiliates since 1915. Mistol is a medicated nose drop introduced by the company in 1924. Line of medicinal products manufactured and marketed by Plough includes St. Joseph's aspirin and Mexsana skin powder, among others.

NEW BUSINESS SPOTS

Parliament Cigarettes, N. Y. (new king-size filter mouthpiece), starting spot radio and tv campaign in New York, next week through mid-June. Media plans will expand as distribution requires.

P. Ballantine & Sons, N. Y. (beer), using radio and tv spot campaign in selected markets on Atlantic Seaboard from Bangor, Me., to Miami. Campaign will run for 52 weeks. Agency: J. Walter Thompson Co., N. Y.

NETWORK—NEW BUSINESS

Economics Labs Inc., St. Paul, Minn., this spring will allot largest advertising budget in its history for its new formula Soilax, including participations on the Garry Moore show on CBS-TV. Agency: Scheideler, Beck & Werner, N. Y.

Chrysler Corp., Detroit (Dodge Div.), signs to use three Mutual network shows, two of them purchased on Mutual's Sunday "Multi-Message Plan," for promotion of its 1954 models. Sunday shows are *Counterspy* and *Bulldog Drummond,* effective yesterday (Sun.). Sponsorship of third program, *Titus Moody,* Mondays, Wednesdays and Fridays, starts today. Agency: Grant Adv., Detroit.

Chevrolet Dealers of America signs for participations in Mutual's five "Multi-Message" evening shows each week, starting today (Mon.). Agency: Campbell-Ewald Co., Detroit.

AGENCY APPOINTMENTS

O'Sullivan Rubber Corp., Winchester, Va. (O'Sullivan Heels and other rubber products), appoints Charles W. Hoyt Co., N. Y., effective April 1.

New York Von Co., Tuckahoe, N. Y., names Street & Finney, N. Y., to handle advertising for Von's Tablets.

A. L. Ruso Inc., Watsonville, Calif. (frozen food packers), names Wank & O'Rourke, S. F.

California Marine Curing and Packing Co., Terminal Island, Calif. (Priority Brand Tuna), names Erwin, Wasey & Co., L. A.

The Hollywood Candy Co., Centralia, Ill. (div. of Hollywood Brands Inc.), appoints Grubb & Petersen Adv., Champaign, Ill., for its complete line of candies.

AGENCY SHORTS

Phil D. McHugh Co., L. A., offers new analytical research and product development service for food, drug and cosmetic industries. New department, headed by consulting chemist **Joseph Michaelson,** will supply factual data important to promotion of such products.

B. Peter Alport Agency, Portland, Ore., changes firm name to PARMA, initials of Publicity, Advertising, Research, Marketing Assn.

Hicks & Greist, N. Y., has established a news bureau to service two of its accounts—Glamorene and Wolco products. **Jean Clarke Thompson,** previously with American Gas Assn., will handle educational material and general news to all media.

Myer Lesser Dies

MYER LESSER, 79, president of Blaine-Thompson Co., New York, died Jan. 28 of a heart ailment in Miami Beach. He joined the advertising firm in 1913 and became president soon after. He is survived by his wife, a daughter and a son.

SCREEN GEMS EXPANSION PLANS FOR '54 TO INCLUDE $5 MILLION FOR VIDEO FILMS

Seven new series are outlined by Ralph Cohn, who says that firm will be top film producer by end of 1954.

EXPANSION plans for 1954 calling for the production by Screen Gems Television, subsidiary of Columbia Pictures Corp., of tv filmed series at a cost of almost $5 million were announced at a news conference in New York Thursday by Ralph M. Cohn, vice president and general manger of Screen Gems.

Mr. Cohn said the expansion move "will skyrocket Screen Gems Television to the number one position as producers of television film programs by the end of 1954." He said that during the year the company will produce three new tv films series, aside from its current production of the *Ford Theatre,* plus four other series planned for this year.

Currently in production, according to Mr. Cohn, are *Ford Theatre, Father Knows Best, The Damon Runyon Theatre,* and *The Adventures of Rin Tin Tin.* The four additional program series, which are being offered through General Artists Corp., Screen Gems' national sales representatives, and which, if sales interest develops as anticipated will be produced, are: *Sister Veronica,* starring Irene Dunne; *What Makes a Champ, Classified,* and *Johnny Nighthawk,* starring Howard Duff.

Color Experiments

Mr. Cohn also said that first experiments in the use of color television film commercials were started last week by Screen Gems Television, with production crews filming commercials in Kodachrome, Eastman and Technicolor. He said that the film will be transmitted over a closed circuit so results may be observed under broadcasting conditions.

Mr. Cohn claimed his company is the only one in the U. S. which has, under one roof, complete facilities for activities spanning the entire tv film field, including production of programs and commercials and syndication and distribution of programs.

GAC will serve as sales representatives on program series to national advertisers only, Mr. Cohn said. Screen Gems' regular sales staff, under John H. Mitchell, vice president for sales, will place programs with regional and local advertisers.

KLZ-TV Denver's president-general manager, Hugh B. Terry (r), congratulates speaker Herbert A. Philbrick after the latter's address before the Denver Chamber of Commerce. Mr. Philbrick's adventures as an undercover FBI agent are dramatized by the Ziv Television film series, *I Led Three Lives,* which is sponsored on KLZ-TV by the Coors Brewing Co. of Golden, Colo. Seated at left is Adolph Coors III, president of the beer firm.

DISCUSSING production details of the pilot film of the new *Claudette Colbert Show,* which was completed on Jan. 31, are (l to r): Watson Webb, director of series; Stanley Wolf, president of Rockhill Productions, and Miss Colbert. Rockhill is producing the tv film series in Hollywood for release in September.

FILM SALES

Guild Films Co., N. Y., has sold *Life With Elizabeth,* tv film series, in four more markets, raising total number of markets for show to 65. Latest sales are to WICA (TV) Champaign, WAFB (TV) Baton Rouge, WTAR-TV Norfolk and KFOR-TV Lincoln, Neb.

NBC Film Division announced last week that *Inner Sanctum* has been sold in 66 markets; *Victory at Sea,* 92; *Badge 714,* 132; *Captured,* 93 and *The Visitor,* 65.

FILM PRODUCTION

Sarra Inc., Chicago, has created and produced a series of commercials with theme, "Come see—come save at A&P," for the Great Atlantic & Pacific Tea Co., through Paris & Peart, N. Y. Company's line of products are included in 20- and 60-second commercials, which combine live action with cartoon sequences in open-end films.

Alexander Film Co., Colorado Springs, Colo., announces tv commercials for the following: **Pfaff Sewing Machine Company,** Chicago, four 60-second, four 47-second, four 20-second and four 13-second films through Bozell & Jacobs Inc. **Maytag,** Newton, Iowa, six 46-second and six 13-second films through McCann-Erickson Inc. **Fairmont Foods,** Omaha, Neb., one 20-second film through Allen & Reynolds. **Pure Pak,** Detroit, two 60-second and three 20-second films through Fred M. Randall Co. **Thrifti Check Service Corporation,** N. Y., one 46-second and one 13-second film.

American National Studios Inc., Hollywood, announced its initial production, a filmed tv

Film Distributors: 400

NUMBER of tv film distributors in the country has increased to a record high of 400, according to the latest issue of the *Tv Film Program Directory* issued last week by Broadcast Information Bureau, New York. The directory is the fifth compilation covering this segment of the television film industry released by BIB.

daytime serial projected for 260 quarter-hour episodes. President **Bernard Prockter** stated show, *The Family Next Door,* is geared for local, regional syndication, with five weekly installments to cost small advertiser less than half the cost for weekly half-hour filmed program. Filming starts in March.

Allen A. Funt Productions, N. Y., announced last week plans for the launching of a new half-hour tv filmed series, *The Great Day.* Production on the series will begin in mid-February, with shooting in all parts of the country. The programs, according to Allen A. Funt, president, will "focus on the key moments of lives of people, big and small, by re-creating them as they actually happened."

United Productions of America, Burbank, Calif., was signed by the American Heart Association to produce a 13-minute animated film in color on the misconceptions of heart disease, according to **Stephen Bosustow,** president of UPA. The film will be produced in UPA's New York studio to be completed sometime in June.

FILM DISTRIBUTION

George Bagnall & Assoc., Beverly Hills, has contracted to distribute a new series of 26 half-hour films, *Youth Opportunities,* which **Horace Heidt** will put into production this June. Audition trailer has been filmed explaining the format of the proposed series and is now available to agencies and sponsors.

RANDOM SHOTS

Sportsvision Inc., Hollywood tv sports film company, shifts headquarters to 234 Sansone St., S. F. Firm will continue Hollywood office at 1161 N. Highland Ave. as branch office.

First National Studios Inc. has changed its name to **American National Studios Inc.** Firm, which recently purchased **Eagle-Lion** studios, is expected to take possession of the plant Feb. 4.

Kling Studios Inc. purchases estimated $37,000 worth of motion picture scenery and sets from **RKO** Studios. Announcement was made Friday by **Lee Blevins,** head of Kling's West Coast tv-motion picture operations.

Atrocity Film Released

A SIGNAL CORPS film, "Atrocities in Korea," banned from tv at the request of the State Dept. last month, was being shown on stations beginning last week. The film was banned by State early in January reportedly because its tv appearance would have coincided with preliminaries leading to the Big Four conference opening in Berlin. Some 261 stations in the nation are reported to be planning showings of the film. It is part of *The Big Picture* series distributed for tv by the Signal Corps in December 1951. According to the Army, State had asked the film be held up until or after Feb. 1.

NIELSEN PLANS LOCAL RATING REPORTS

New audience measurement system would provide data on three areas in each locality using combination of Audimeter and Audiolog readings.

PLANS for adding local broadcast audience reports to the national radio and tv rating service now offered by A. C. Nielsen Co. were announced last week by Arthur C. Nielsen, president, at a luncheon meeting of the buyers and sellers of broadcast time in New York. Similar meetings will be held in other cities, it was said.

Nielsen Radio-Television Area Services, or "NRT" Services, as they will be known, will provide audience data for three areas in each locality: The "NRT" Area, about a 50-mile radius including all tv viewing and most radio listening except to the largest stations; the "Total" Area, embracing all listening to the most powerful stations, and the "Metropolitan" Area, as defined by the U. S. Census. Reports will stress numbers of homes, or "truly projected ratings," rather than percentages, Mr. Nielsen said.

Data will be collected via a combination of Audimeter and Audilog reports, Mr. Nielsen said. The Audimeter is the device that automatically registers all dial turnings in a home for up to four sets, including tv as well as radio, and is the method used for Nielsen's national radio and tv reports. The Audilog is a diary, to be maintained for each receiver in the home.

To provide families with a reminder to record their broadcast reception in their Audilogs, a "recordimeter" will be installed on each receiver in each home in the Nielsen sample. This device is a small box that contains a light that flashes on each half-hour that the set is in use, and, for radio sets only, also sounds a buzzer. The Recordimeter on its face has a dial showing the length of time the set has been operated and diary keepers are asked to note the total each morning and night. This gives them an easy check in each day's entries and also provides Nielsen decoders with a check on the accuracy of the diary reports.

40% Audimeter, 60% Audilog

NRT reports will be based on an all-market average of 40% Audimeter records and 60% Audilog reports, Mr. Nielsen explained. The proportion of Audimeters will rise with the size of the market, he said, running from an 80-20 Audimeter-Audilog ratio in New York down to a 30-70 ratio for the smallest of the 30 major markets. Number of homes measured in each market will run about 50% higher than the number covered by present local audience measurement services, which now average from 250 to 400 homes, he said.

Automobile listening can also be measured, if required, Mr. Nielsen said, but he expressed the opinion that this would be too expensive to be feasible, since auto listening amounts on the average to only 7.7% of in-home listening. Listening in public places, such as factories and stores, adds another 5%, he said.

Cost of the new service will be based on a variety of factors, he said, declining to cite "typical" dollar figures but stating that the cost will be "reasonable," although somewhat higher than that of present local audience rating services. If enough demand is found for the service, it will be started in the top 30 markets of the country.

In addition to the national audience measurements, Nielsen reports are being made locally in five markets: New York, Chicago, Los Angeles, Pittsburgh, and Cincinnati, with WLW in the last city spending $60,000 a year for the past nine years for the Nielsen reports, Mr. Nielsen said. These are based entirely on Audimeter homes, he said.

Following the Nielsen announcement, C. E. Hooper, president, C. E. Hooper Inc., sent the following telegram to key executives in broadcasting:

"If broadcasting is now ready for the ultimate in audience measurement, we propose adoption of absolutely accurate, fully-automatic program ratings produced by the Hooperecorder installed in random-sample homes.

"The Hooperecorder furnishes instantaneous ratings based on big samples at a cost per report but a fraction of the high subscription price which may be expected for the slow, small-sample, non-automatic service now in prospectus only.

"We are ready."

'Lucy' Then 'Dragnet' Top Nielsen Tv Ratings

FIRST 10 tv programs both for number and percentage of homes reached were reported by A. C. Nielsen Co. last week for the two week period ending Jan. 9. *I Love Lucy* and *Dragnet* ranked first and second, respectively, in both categories. Complete top 10 ratings:

Nielsen-Rating*

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,519
2	Dragnet (NBC)	14,790
3	Buick-Berle Show (NBC)	13,391
4	Bing Crosby Show (CBS)	12,218
5	You Bet Your Life (NBC)	11,884
6	Arthur Godfrey's Scouts (CBS)	11,798
7	Colgate Comedy Hour (NBC)	11,502
8	Arthur Godfrey (Liggett & Myers) (CBS)	11,500
9	Jackie Gleason Show (CBS)	11,443
10	Arthur Godfrey (Toni) (CBS)	11,089

PER CENT OF TV HOMES REACHED

PROGRAM STATION BASIS

Rank	Program	Homes %
1	I Love Lucy (CBS)	59.3
2	Dragnet (NBC)	56.3
3	Bing Crosby Show (CBS)	54.3
4	Buick-Berle Show (NBC)	52.7
5	Arthur Godfrey's Scouts (CBS)	49.2
6	Arthur Godfrey (Frigidaire) (CBS)	48.2
7	Jackie Gleason Show (CBS)	47.5
8	You Bet Your Life (NBC)	45.9
9	Arthur Godfrey (Liggett & Myers) (CBS)	45.4
10	Colgate Comedy Hour (NBC)	43.6

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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Audience Analysis

ANALYSIS of tv audiences during the fall of 1953 shows *Comedy Hour* and *Mr. Peepers* tied for first place with three viewers per set each, and *Jackie Gleason* third with 2.9 viewers per set, according to C. E. Hooper Inc. Largest male audience, 60%, was drawn by *NCAA Football, Greatest Fights* and *Pabst Bouts. This Is Your Life* was tops with women, with 59%; *Howdy Doody* the children's favorite, with 88%. Ten programs drew three or more persons per set in the eastern and central time zones; no program drew as many as three in the Pacific zone. Hooper attributed this to time and weather differentials.

Drawing 'em In

HOW MUCH money can participation shows bring into a community from out-of-towners? Crosley Broadcasting Corp., looking for the answer, found such shows on WLWT (TV) Cincinnati can bring upwards of $500,000 yearly to local businessmen [CLOSED CIRCUIT, Jan. 11]. The firm surveyed 1,050 persons who visited WLWT studios to see three tv participation programs. Of 661 out-of-towners, 31.1% or 389 persons planned to spend an average of $8.17 shopping. That is in addition to each person's purchase of meals in downtown restaurants.

'LUCY' BACK ATOP ARB RATING LIST

SCORING its biggest tv audience rating of the season, *I Love Lucy* returned to the No. 1 position in ratings for Jan. 9-15, according to American Research Bureau, Washington. Last month's leader, *Dragnet*, dropped to second place percentagewise. Newcomer to ARB's top ten ratings is *Life of Riley*, which ranked seventh. ARB's Jan. 9-15 listings follow:

	Program	Network	Rating
1	I Love Lucy	(CBS)	66.8
2	Dragnet	(NBC)	64.8
3	You Bet Your Life	(NBC)	56.8
4	Talent Scouts	(CBS)	51.9
5	Comedy Hour (Martin & Lewis)	(NBC)	47.5
6	Godfrey & Friends	(CBS)	45.9
7	Life of Riley	(NBC)	45.4
8	Our Miss Brooks	(CBS)	44.4
9	Jackie Gleason	(CBS)	43.3
10	Milton Berle	(NBC)	43.0

	Program	Network	Viewers (Add 000)
1	I Love Lucy	(CBS)	45,720
2	Comedy Hour (Martin & Lewis)	(NBC)	43,300
3	Dragnet	(NBC)	41,440
4	You Bet Your Life	(NBC)	40,610
5	Godfrey & Friends	(CBS)	32,280
6	Talent Scouts	(CBS)	31,450
7	Milton Berle	(NBC)	30,530
8	Jackie Gleason	(CBS)	30,230
9	Toast of the Town	(CBS)	28,910
10	Private Secretary	(CBS)	28,150

AFB's Cooper Outlines Uses of Video Ratings

THERE ARE three principal uses of television audience measurements, Roger Cooper of Los Angeles, West Coast manager of American Research Bureau, told the Seattle Advertising and Sales Club last Tuesday. He named them as (1) a programming tool, (2) a balance sheet to show changes over the years, and (3) a tool in time selling and time buying.

Commenting on the announced topic for his talk—"Are television audience ratings necessary?"—Mr. Cooper observed: "If any advertiser says no, let him look at the cost of tv. Television is a good buy for the impact it has on prospective customers, but it is expensive and can produce a greater profit for the advertiser if the program reaches a bigger audience."

Bibliography on Tv

BIBLIOGRAPHY on television is being compiled by Dr. Charles Allen, professor at Northwestern U., Evanston, Ill., under a project sponsored by the Chicago Television Council. The booklet will be presented to NARTB and BMI for possible distribution, and to CTC members. It will contain information on tv production, programming, sales, engineering, etc.

Doherty Leaving NARTB For Own Consultant Firm

Tower temporarily assigned to handle NARTB labor relations activity. New Doherty radio-tv management consultant firm will headquarter in Washington, D. C.

RICHARD P. DOHERTY, NARTB labor vice president, economist and management adviser, will set up his own management consultant firm, Richard P. Doherty Television-Radio Management Co., March 1. Mr. Doherty has been in charge of NARTB labor relations activity. Last February he was named a vice president with a three-year contract. The NARTB board was polled last week and agreed to severance of the contract as he had requested.

MR. DOHERTY

Harold E. Fellows, NARTB president, described Mr. Doherty's service to the membership "as outstanding, and accountable in no small part for the enthusiastic support the association has received from broadcasters throughout the nation." He added appreciation for the labor relations pattern set by Mr. Doherty.

No decision has been reached as to a successor. Department work will be assigned temporarily to Charles H. Tower, Mr. Doherty's assistant, who has been with NARTB since Feb. 1, 1949.

Mr. Doherty will headquarter in Washington. He said his firm plans to integrate itself into the operating structure of individual station clients.

At NARTB Mr. Doherty undertook exhaustive studies into station management and economic reviews of the industry. His clinics have been among the most popular features of district and state broadcaster meetings.

Author of many articles and books on business, management, station cost control and economic topics, Mr. Doherty has served as industry member of the National Wage Stabilization Board, 1951-52; employer delegate to International Labor Organization conferences held in Switzerland, 1949-53; member of U. S. Chamber of Commerce-National Assn. of Manufacturers ILO Committee; advisor, President's Labor-Management Conference, 1945; Chairman, East Coast Committee of State Civilian Defense Directors, 1942-45; member, U. S. Chamber of Commerce National Committee on Labor Relations, 1949 to date.

Eisenhower Honor Guest At Correspondents Dinner

PRESIDENT Eisenhower and other high figures in the nation's political and commercial life were guests Saturday at the Radio & Television Correspondents Assn. dinner, held at the Statler Hotel, Washington. The entertainment program was generally described as one of the best ever staged by the association.

Martin Agronsky, ABC, presided as association president and gallery chairman. Richard Harkness, NBC, assumed office as his successor. Bill Henry, NBC, was chairman of the dinner committee. Talent was provided by all networks, with CBS putting the show together. The program was geared to the President's entertainment tastes.

Talent included Ark Linkletter, m. c.; Mary McCarty, Julius LaRosa, Phil Silvers, Sam Levenson, Paul Hahn, Raymond Massey and Jane Froman. Mr. Hahn, trick golfer, was aided by Cemetery Jones, the President's personal caddy at his Augusta, Ga., retreat. Mr. Massey, with the aid of special props, read the Lincoln train-platform speech delivered as he left Illinois for the White House. Miss Froman ended her act with "I Believe," accompanied by the Marine Glee Club.

Martin to Head SCRTBA; Best to Vice Presidency

WALLACE MARTIN, WMSC Columbia, was elected president of South Carolina Radio & Television Broadcasters Assn. at the Jan. 28-30 meeting in Clemson [B•T, Feb. 1]. He succeeds Walter Brown, WORD Spartanburg. Frank Best, WDIX Orangeburg, was elected vice president succeeding James Coggins, WKDK Newberry. T. Doug Youngblood, WFIG Sumter, continues as secretary-treasurer.

Elected directors were Dudley Saumenig, WIS Columbia, and Ed Osborne, WBCU Union.

NEW president of S. C. Radio & Tv Broadcasters Assn., Wallace Martin (l) of WMSC Columbia, and predecessor, Walter Brown (r) of WORD Spartanburg, are greeted by FCC Comr. Robert T. Bartley, who spoke at Clemson meeting.

Louis B. Nichols, assistant to the director, FBI, told the Saturday session broadcasters should keep their sights pointed toward the real significance of the American way of life, warning of dangers to the nation's security.

ANA to Hold Spring Meet March 17-20 in Hot Springs

ASSN. of National Advertisers will hold its 1954 spring meeting at The Homestead, Hot Springs, Va., March 17-20, it was announced last week by Paul B. West, ANA president.

Current plans for the meeting, according to Mr. West, include detailed presentations on both the planning and execution of effective advertising; special presentations for developing public confidence in advertising, and a speech by a guest speaker.

Edwin W. Ebel, director of advertising and merchandising, General Foods Corp., has been named chairman of the program committee for ANA's spring meeting.

MORE QUALITATIVE RESEARCH URGED

Victor Sholis of WHAS cites the Politz study of radio in tv areas in telling Chicago broadcasters to back similar projects.

THE BROADCAST industry should support the continuance of studies like the recent Politz survey of radio listening in television areas, Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville, told the Broadcast Executives Club of Chicago last week.

He expressed hope that industry, working through BAB, "will pick up the challenge" and that advertisers and agencies will "insist on it."

MR. SHOLIS

He addressed a Wednesday luncheon session at the Sheraton Hotel, summarizing findings of "The Importance of Radio in Television Areas Today," compiled by Alfred Politz Research Inc. WHAS was one of 11 participating stations represented by Henry I. Christal Co. which commissioned the study.

Mr. Sholis observed that, while broadcasters, advertisers and manufacturers were ready to "bury radio not too many years ago," the industry sold 14 million sets last year. He felt that what happened to radio was "our reliance on ratings as the principal sales tool," and cited omission of out-of-home listening data. He described ratings as the "easy simple expedient."

Cites Sarnoff

Mr. Sholis also observed that after Brig. Gen. David Sarnoff, RCA-NBC board chairman, scored the ratings concept at an affiliates session last September, NBC later came out with "double truck ads showing NBC first in ratings—before CBS figures were in. We haven't heard from NBC since, because it shot its wad."

The Politz study was characterized by the WHAS executive as "definitely important to broadcasters and equally important to advertisers and agencies who buy time." The survey had shown, among other findings, that in tv areas during an average winter day two out of three adults listen to radio, and that in a week radio has reached 88 out of every 100 people.

Mr. Sholis said NARTB indicated continuance of such a study is "out of its province," leaving the "challenge up to BAB." He commented that BAB has done "some outstanding work" but has been "derelict" in some phases of pointing up radio as a medium.

Henry C. Bonfig, vice president and advertising director, Zenith Radio Corp., is scheduled to address the next club session on color television.

L. A. Catholic Women's Group Asks Tv Program Reshuffle

SCHEDULING of programs of television drew the barb of the Los Angeles Council of Catholic Women last week in releasing a survey taken last spring.

The council criticized the showing of "unsatisfactory programs" (for children) when most children are watching tv and, conversely, the presentation of "excellent family programs" at late hours.

The survey said 1,386 homes were polled. Only 14 of 29 programs which fell into the "most popular" category were designed for children, the council found. Some children's programs have hardly any young viewers, despite network claims they are "top-drawer," the council claimed. The council listed the following as examples: *Kukla, Fran & Ollie* (NBC-TV), *Terry and the Pirates* (KTTV [TV] Hollywood), *Tootsie Hippodrome* (ABC-TV), *Youth Wants to Know* (NBC-TV), *Gabby Hayes* (NBC-TV) and *Captain Midnight* (KHJ-TV Hollywood).

Examples of "popular family programs" which respondents thought ought to be available earlier in the day were *I Love Lucy* (CBS-TV) and the *Dennis Day Show* (NBC-TV).

Of parents questioned, 23% asked that programs dealing with "murders, holdups, robberies and westerns" be eliminated. Eight per cent believed many "old pictures are of low character," requesting "more modesty in dress and elimination of fear and horror." Other dislikes listed by parents, according to the council, were "exploitation of children in advertising or selling of articles on the program, bad grammar, and specifically, elimination of Eastside Kids and so much space fiction."

AWRT Meet Outlines Women's Radio-Tv Role

WOMEN can play an important role in radio and television if they apply the ingredients that make for success, including enthusiasm for their jobs, hard work and "increased inquisitiveness."

This conclusion formed part of the remarks offered at an all-day workshop of the New York Chapter of American Women in Radio & Television in New York Jan. 30 during a panel discussion by Ralph W. Hardy, vice president in charge of government relations, NARTB; James L. Caddigan, director of programming and production, DuMont Television Network; Howard Chase, vice president of the public relations firm of Selvage, Lee & Chase, New York; Robert A. Schmid, administrative vice president in charge of sales and advertising, MBS, and Pat Meike, DuMont personality. Nancy Craig, ABC commentator, moderated the panel.

THE PART women can play in broadcasting was discussed by a panel at the AWRT sessions in New York. Miss Craig, ABC commentator, moderated the panel; among its members were Mr. Caddigan, DuMont director of programming and production, and Mr. Chase, vice president of Selvage, Lee & Chase, New York public relations firm.

Mr. Hardy recommended that women approach their jobs each day with "renewed enthusiasm." He said attitude towards work "play a great part in coloring each day," and that without enthusiasm, one "cannot ever hope for success."

Speaking on programming, Mr. Caddigan said that show business "doesn't just brush off on you," and that it "still takes hard work, combined with talent, to reach the top and stay there." He declared that women have a definite place in television and said that he preferred to treat a woman in business exactly as he would a man.

Mr. Schmid advised the women broadcasters to approach each day's work with "increased inquisitiveness." He said this quality is needed in radio and television today, not only in research but in other positions as well.

Miss Meike said that as a broadcaster she feels she owes it to her audience to find out all about them—who they are, how they live, and most of all, what they like.

Other speakers at the workshop were Jinx Falkenburg on "How the Broadcaster Can Serve Her Community," and Mrs. Ivy Baker Priest, U. S. Treasurer, on "How the Broadcaster Can Serve the Nation."

Advertising Week

NATIONAL Advertising Week will be observed Feb. 14-20 under co-sponsorship of Advertising Federation of America and the Advertising Assn. of the West, with U. S. Chamber of Commerce assisting. Highlights, officials said, will include a salute to advertising arranged by AFA with CBS for broadcast on the *Man of the Week* program on Feb. 14 on CBS-TV (3:30 p.m.) and CBS Radio (10 p.m.), featuring BBDO President Ben Duffy as "Man of the Week," and the broadcast by NBC-TV of a half-dozen of its filmed recordings of statements by eminent advertising leaders.

NCAA Tv Committee Sets Plans Meeting

GROUNDWORK for preparation of the plan for controlled football telecasts in 1954 will be spaded by the NCAA Tv Committee at a two-day meeting in Chicago starting today (Monday), it was announced last week.

The NCAA already has approved continued strict controls over national network grid telecasts—one game per week—but the plan still must be submitted to the membership for vote [B•T, Jan. 11]. NCAA also is expected to include proposals covering film, theatre and subscription television, once it gets other matters out of the way, such as organizational details of the new 1954 tv group.

Walter Byers, NCAA executive director, said last Thursday three meetings will be held, of which this would be the first of a series. One of these sessions will be thrown open to NCAA membership views, and another will be devoted to hearings on comments from network representatives.

D. C. Hi-Fi Exposition Slated for March 5-7

EXPOSITION of audio equipment will be held March 5-7 at Hotel Harrington, Washington, under auspices of Washington Audio Society, High Fidelity Fair Inc. and WGMS Washington, good-music station. Displays will be centered around the first floor and mezzanine of the hotel plus 50 display rooms. A series of lectures and demonstrations will be conducted

during the fair at Perpetual Building Assn., across the street from the hotel. The exposition is a two-city event, with Baltimore participating.

A feature of the fair will be stereophonic reproduction of a Library of Congress concert, to be heard in the Perpetual auditorium. Other concerts will be held, including one from Baltimore. New recordings by the National Symphony Orchestra on the Westminster label will be given their premiere. Officers of High Fidelity Fair Inc. are M. Robert Rogers, president, and Dan R. Cavalier, vice president. They are president and sales manager, respectively, of WGMS.

Less Words, More Pictures Urged for Tv Commercials

DECRYING the content of the majority of tv commercials, Robert V. Brown, sales manager of Cascade Pictures of California Inc., Culver City, told Hollywood Ad Club members Monday the potential of the pictorial element has yet to be realized.

When radio started the "worship of words" in the '20's, broadcasters and agency executives believed the "decibel nirvana" would last for years. Then, he added, "the word-filled bubble burst with a bang" at the advent of television. Even later with tv commercials on film, which removed worries about mayonnaise spreading properly and coffee steaming at the right moment, "we can't forget the years of ingrained dependence on words."

Emphasizing that "seeing is believing," the one-time program manager of NBC Radio Western Division said, "The picture should be the prime vehicle of tv advertising. When it is combined with balanced, vivid copy, it performs miracles."

Nine Cascade-filmed spots were screened while Mr. Brown revealed their individual problems and the approach used to get across the advertiser's message.

MacLeod Elected GAB Head, Jackson, Christian Named

E. F. MacLEOD, general manager of WDAK-TV Columbus, was elected president of the Georgia Assn. of Broadcasters at a Jan. 29 meeting of the GAB in Athens.

MR. MacLEOD

Others named were Glenn Jackson, managing director, WAGA-AM-TV Atlanta, vice president, and L. H. Christian, manager, WRFC Athens, secretary - treasurer. Elected to the board of directors were John Jacobs Jr., general manager, WDUN Gainesville; Robert W. Rounsaville, owner of WQXI Atlanta, and Newton W. Morris, general manager, WMLT Dublin.

IRE Expects 35,000 at Meet

OVER 35,000 radio engineers and scientists are expected to attend the Institute of Radio Engineers' 1954 convention, March 22-25, at New York's Waldorf-Astoria Hotel and Kingsbridge Armory, which will house the more than 600 exhibits of the radio engineering show. A total of 242 papers will be presented at 51 technical sessions during the four-day meeting.

VOLUNTARY preparation of the 1953 Red Cross Fund Drive advertising campaign won this citation for N. W. Ayer & Son Inc. from The Advertising Council's board of directors. John D. Upton (l), Ayer vice president, and Charles Hogen, Ayer vice president who served as creative chief for the Red Cross campaign, accept the award from T. S. Repplier (r), Council president.

Broadcasters, Theatremen Debate Special Events

ARE radio and tv's top special events, such as the World Series, going to desert America's living rooms for the country's theatres? Can broadcasters and sponsors match the bids of theatre owners for such programs? What rights, if any, does the public have?

Such questions, whose answers will have great weight in determining the future course of the broadcasting industry, will be discussed Thursday at the February luncheon of Radio & Television Executives Society at New York's Hotel Roosevelt.

Robert Mason, general manager, WMRN Marion, Ohio, will speak for the broadcasters; Nate Halpern, president, Theatre Tv Inc., for the theatre operators; Gen. John Reed Kilpatrick, president, Madison Square Garden, for the sports promoters. James Lawrence Fly, former FCC chairman, will moderate the discussion.

RETMA Ends Class In Tv Set Servicing

FIRST graduation ceremonies were held Monday by Radio-Electronics-Tv Mfrs. Assn. at its pilot course in tv set servicing, conducted at the New York Trade School. The ceremonies culminated 2½ years of industry planning designed to upgrade technical and business techniques of tv servicemen. Better Business Bureau and other trade and educational organizations have cooperated in the project.

Kenneth B. Wilson, president of the National BBB, lauded the set manufacturing industry and the RETMA Service Committee for completion of the first stage of the joint training program. BBB will aid in starting similar courses in trade and vocational schools around the nation, Mr. Wilson said.

Glen McDaniel, RETMA president, promised that similar courses will be made available, based on techniques and materials developed at the New York school. Chairman of the RETMA Service Committee is Harold J. Scholman, Allen B. DuMont Labs.

Actress Sues 'Space Patrol' Producers for $50,355

CHARGING breach of contract and invasion of right of privacy, a $50,355 damage suit has been filed in Los Angeles Superior Court by actress Nina Bara against Space Patrol Enterprises, Mike Moser Enterprises, Helen Moser as executrix of the William John (Mike) Moser estate, Tower Productions, Ralston Purina Co., Gardner Adv. Co., U. S. Plastic Co., Plastic Corp. of America and seven John Does. The plaintiff, who until last November had portrayed Tonga in ABC-AM-TV *Space Patrol*, claims kines of programs in which she appears are being released without her consent.

Suit, filed through Hollywood attorney Arthur J. Crowley, additionally asks an injunction to stop the defendants' using Miss Bara's likeness on cereal packages and on boxes containing toy ray guns, sold in department stores, and an accounting of the profits derived from the kines.

With $25,000 actual and $25,000 punitive damages, the plaintiff claims $355.20 is owed her on her contract.

WGN-TV Takes INS-Facsimile

ADDITION of WGN-TV Chicago to the INS-Facsimile network, which provides Facsimile photo service to television stations, was announced last week by INS, which also said that WHO-TV Des Moines and WWLP-TV Springfield, Mass., have signed for the service and are awaiting installation of equipment. Subscribers to the service now include stations in 22 major cities in 13 states, ranging from the eastern seaboard as far west as Denver.

Henry Souvaine Dies

HENRY SOUVAINE, 59, composer and radio producer who for the past 14 years supervised the Metropolitan Opera broadcasts, died at his home in New York Jan. 30. He entered the radio field in 1931 when he produced the Cadillac concerts for the hour-long General Motors broadcasts, and during World War II produced network shows for the U. S. Public Health Service, Federal Security Agency and Office of War Information.

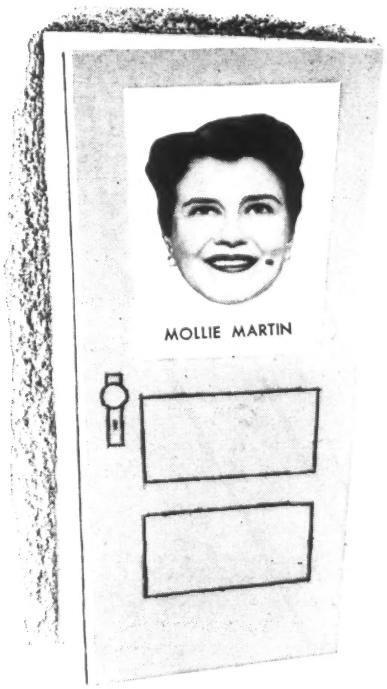
KBS Adds Nine Stations

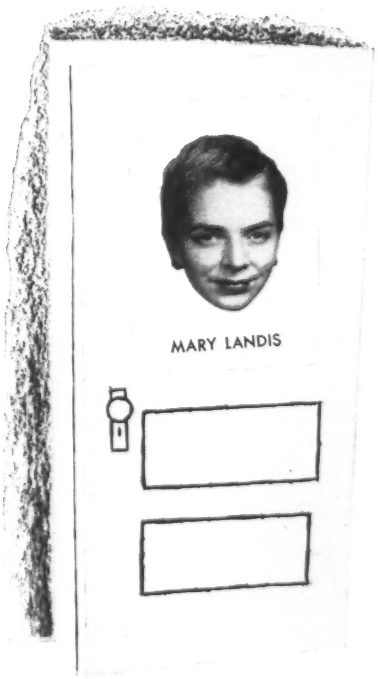
NINE affiliates have been added by Keystone Broadcasting System, bringing the network's total to 698. New affiliates, according to Blanche Stein, KBS station relations director, are KBLP Falfurrias, Tex.; KBWL Blackwell, Okla.; WPTW Piqua and WLMJ Jackson, Ohio; WHED Washington, N. C.; KCHE Cherokee, Iowa; WFOY St. Augustine, Fla.; WNLK Norwalk, Conn., and KDAC Fort Bragg, Calif.

Progress in Ketchikan

PROGRESS report on Ketchikan, Alaska, community television service [B•T, July 13, 1953]: Began Nov. 17, 1953 with 2½ hours to downtown area. Now on four hours per day with half of city "wired" for tv. All programs film, including kines of continental U. S. shows, run free with commercials. Under construction is a studio for local production.

At present, Alaska has two stations in Anchorage, KFIA (TV) on ch. 2 and KTVA (TV) on ch. 11, 170 miles from Ketchikan.





Three doors to bigger sales . . .

Homemaker's Institute

Knock on your customers door with Homemaker's Institute . . . there's a friendly *"welcome"* every time!

Mollie Martin, Mary Landis and Kitty Dierkin, three of WBAL-TV's most popular *women* personalities, cover almost every subject of interest to homemakers . . . from green beans to buttons. While Al Herndon, well known WBAL-TV star, adds the masculine touch! From noon 'til 1:00 it's an exciting full hour telecast!

Here is YOUR ready-made entrance into Maryland homes . . . Homemaker's Institute, packing a three star *sales* punch for you!

TELEVISION BALTIMORE

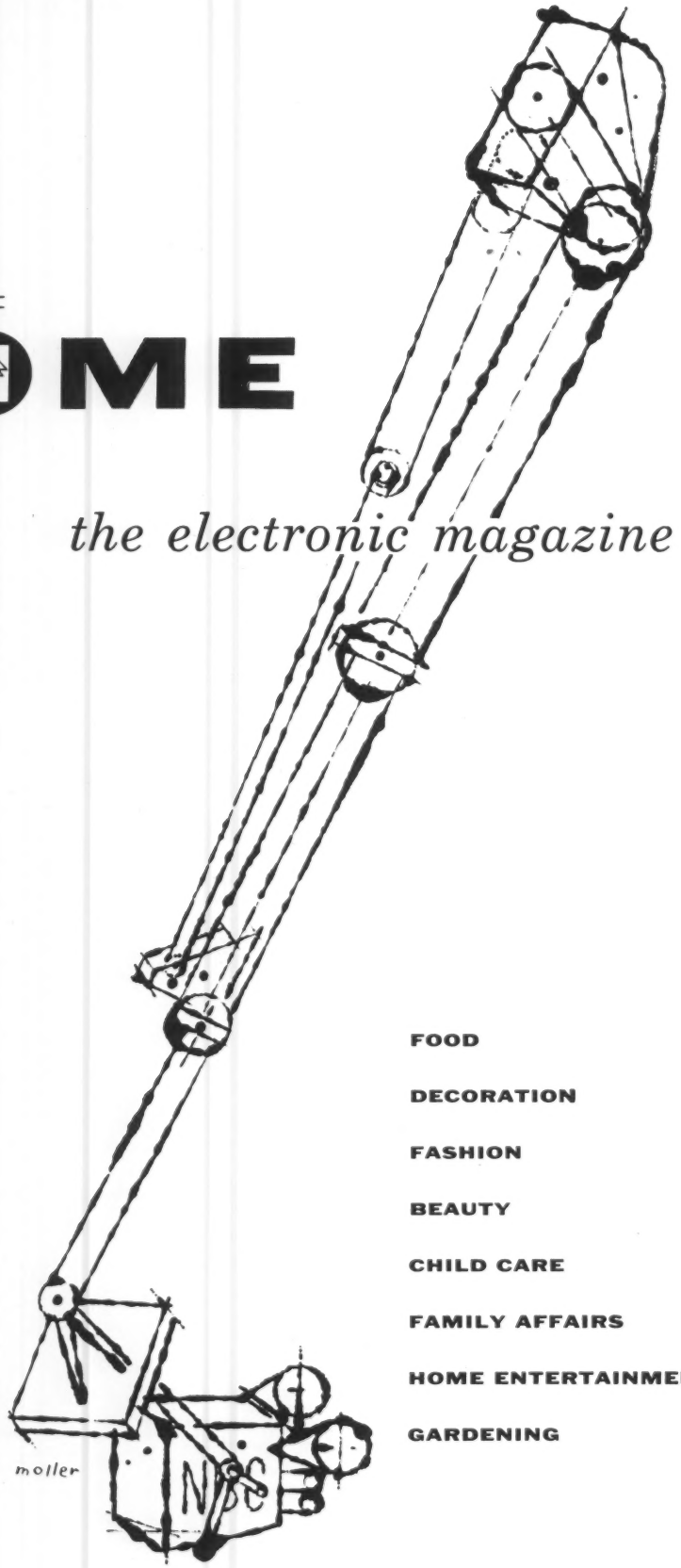
WBAL-TV

NBC IN MARYLAND

Nationally Represented by
EDWARD PETRY & CO.

HOME

the electronic magazine for women



FOOD

DECORATION

FASHION

BEAUTY

CHILD CARE

FAMILY AFFAIRS

HOME ENTERTAINMENT

GARDENING

HOME will be the most practical television program ever designed for women. True to its name, HOME will deal with everything of importance to every woman who has or hopes to have a home (as well as to her husband). Beginning March 1—from 11 a.m. to 12 noon, NYT, every Monday through Friday on NBC Television, HOME will present the new, the good, the useful in fashions, beauty, interior decoration, architecture, food, family affairs, child care, leisure entertainment, gardening and anything else that interests women. Just as in "Your Show of Shows" and "Today," NBC has created a totally new pattern for television.

HOME'S EDITORS are outstanding authorities in their fields. And behind the scenes will be batteries of sub-editors ferreting out and testing HOME's subject matter. HOME's performing editors make up a Who's Who of women's service experience.

POPPY CANNON, HOME's food editor, has been food editor of *House Beautiful* and *Living*. She wrote "The Bride's Cookbook" and "The Canopener Cookbook." ROSE FRANZBLAU, psychologist and human relations columnist in the *New York Post*, will edit the family affairs and child care department. EVE HUNTER, HOME's editor of fashion and beauty, comes with plentiful radio and television experience in San Francisco and New York. For HOME's department of interior decoration, the editor is SYDNEY SMITH, TV star of the "Swift Home Service Club" and "Ask Miss Smith." ESTELLE PARSONS, a graduate of "Today" is roving reporter and "new brides editor." (She was married in December). At a later date the editor-in-chief will be named.

HOME'S HOME is a machine for selling. It's a 60-foot rotunda surrounded on its perimeter by a translucent plastic skin for front and rear projection or special lighting and color effects. In its center are two concentric, revolving turntables. In its various stages are a kitchen, a testing laboratory, a how-to-do-it workshop which can accommodate everything from a crochet hook to a compound lathe, a small garden (with the richest earth in television.) On the floor will be three regular television cameras, but high in the ceiling is NBC's aerial camera, a remote control camera mounted on a telescoping arm which can cover any position in the rotunda, giving camera flexibility never seen before in television.

For displaying HOME's editorial matter and advertiser's products in new ways, some new devices are needed; like the "tumbler." The "tumbler" is a mechanism for handling heavy objects: for example, to show the construction of an easy chair, the "tumbler" will whip it upside down, tilt it or spin it effortlessly and quickly. Then there is a "picker-upper," a mechanical arm which can lift and unroll a rug or bolt of cloth as easily as you handle a pack of cigarettes. It will even gently ripple drapes and curtains if rippling is in the script. HOME can even make its own weather. At will in a special effects area, it can produce rain, fog, sleet, snow or hail—perhaps even sunshine. Some of those gadgets may sound a trifle strange, but they are designed to allow HOME's staff the greatest creative latitude for imaginative staging.

TO ADVERTISERS:

HOME'S PRODUCTS STAR in every program. The basic concept of HOME is that commercial presentation and program content are woven in the same fabric. HOME's spectacular new staging has a very special advantage for you. It means that you don't have to have special announcers, film commercials or expensive commercial sets. HOME's facilities are at your service. HOME provides the perfect mood and setting for selling your product.

HOME'S AUDIENCE will be a screened audience. Every woman who watches will watch because she's interested in improving her home, her family life and herself. It stands to reason, then, that HOME's audience is made up almost exclusively of prospects. And those prospects will see your product at the best time, in the best setting.

HOME'S ECONOMY is evident in its sponsorship plan. HOME offers eight one-minute participations per program. As with "Today" you may buy one participation or as many as you want. HOME, then, is a perfect place for young products, and for limited budget advertisers who want big time television.

HOME'S CHARTER CLIENT PLAN gives you a full hour program without extra cost. This special "merchandising program" can be scheduled to correspond with the launching of a new product, a new line or a new promotion. All eight commercials on the Charter Client's "merchandising program" are devoted to his product. Charter Clients also receive two more invaluable assets: (1) exclusivity in their product category in all HOME programs for the rest of the year (2) a color franchise in HOME. To become a HOME Charter Client, you buy 52 participations, non-cancellable, between March 1 and December 31, 1954.

Your NBC representative has all the details of sponsorship including the participation price. He can also tell you more about HOME's plans. Suggest you call him today.

NBC TELEVISION

a service of Radio Corporation of America

NETWORKS CALL ON SEN. JOHNSON ABOUT PROPOSED 7 TV STATION LIMIT

CBS already has talked with Senator. NBC's Weaver also to speak with the Senate's radio attentive member. All networks and a number of station owners favor FCC's proposal to boost multiple ownership limit according to comments filed at Feb. 1 deadline.

AT LEAST one network—CBS—has talked with Sen. Edwin C. Johnson (D-Colo.) on the FCC's proposal to revise the multiple ownership rule so as to permit the ownership of five vhf and two uhf tv stations [B•T, Dec. 28, 1953].

All networks and a number of station owners have registered themselves in favor of the proposal.

It was understood that Sylvester L. (Pat) Weaver, president of NBC, was to talk with Sen. Johnson over the weekend. While he was to discuss a number of matters with the Senator, including color tv programming, it was presumed the multiple ownership question would be brought up.

Sen. Johnson has been highly critical of the FCC proposal.

ABC's Meeting Tentative

Also learned was that ABC had set up a tentative meeting with Sen. Johnson—again presumed to be on the subject of limiting tv station ownership. That meeting had not taken place late in the week.

Sen. Johnson said he would not divulge what course the talks would take. It was understood also that some communications had been presented to the Senator, including a statement from CBS. The Senator is not releasing any material on the subject, it was added.

Only three oppositions were recorded at the Feb. 1 deadline for comments. These were from Sen. Johnson, Gordon Brown of WSAY Rochester, N. Y., and a Louis M. Tanner, Providence, R. I. All charged that the Commission's proposal would lend itself to monopoly of broadcasting. Sen. Johnson already has made his views known [B•T, Jan. 18].

Among the seven comments favorable to the FCC's action, these recommended that the Commission go beyond its proposal:

Storer Broadcasting Co. recommended that no numerical limitations be placed on single ownership. Storer appealed to the U. S. Court of Appeals against the Commission's designation that no one entity could own more than five tv stations [B•T, Jan. 25].

KACY (TV) Festus-St. Louis, Mo., uhf ch. 14 station, recommended that the rule provide varying degrees of uhf ownership which would permit ownership of as many as five vhf and interests in five uhf stations.

CBS said it could see no reason why one entity could not own five vhf and five uhf stations.

Others who favored the FCC proposal were NBC, ABC, WENS (TV) Pittsburgh, DuMont and the Ultra High Frequency Tv Assn.

Most of the favorable comments took the same tack. Acquisition of two additional uhf stations would be good for uhf by bringing in resources and know-how, help speed up the development of higher-powered uhf transmitters, better and cheaper receivers and tuners, aid in the conversion of present vhf receivers for uhf, and insure maximum competition.

All also disavowed any element of undue concentration of control if single entities were permitted to own two more tv stations. NBC pointed out that under the five-to-a-person limitation, no one person owned more than 4.6% of the total 108 stations on the air prefreeze; the proposed seven station rule would permit one person to own only 1.9% of the 354 stations on the air as of Jan. 13, and as more and more stations go on the air that percentage would be reduced.

Under the present "five" limit rule, all four networks own (all or in part) a total of 19 stations—5.3% of all 354 on the air. If the seven-station rule were made official, NBC said all four networks could own a total of 27 stations—or 7.9% of all 354 on the air.

In discussing the reasons why no limitations should be placed on single-entity ownership, CBS said broadcasters should be as free as newspapers or magazines to acquire facilities.

Permission for networks to own uhf stations, in addition to the present limitation of five vhf stations, would mean that o&o stations would become network outlets in their respective markets, giving uhf an impetus far beyond that in view today when most of the 27.5 million receivers in the hands of the public are vhf.

Storer said that its study of the Portland, Ore., market, where it recently purchased uhf KPTV (TV) as part of its purchase of Empire Coil Co. [B•T, Jan. 11], showed that the uhf ch. 27 station would need a 200 kw transmission in order to keep the same competitive position vis-a-vis KOIN-TV on vhf ch. 6.

KACY's suggestion under the head of a "rule of five and two-and-a-half" envisaged permitting ownership in up to 10 stations. Partial or total ownership in one vhf or more than 50% ownership in one uhf to count as one against the limit of five vhf, and 50% or less ownership in a vhf station would count as one-half against the two-and-a-half uhf limitation.

Thus, said KACY, the networks and major broadcasters could "adopt the uhf infant without devouring uhf station operators who are pioneering the field." This suggestion would permit substantial broadcasters to support uhf in five markets, rather than in only two as proposed.

DuMont revised its previous comments last week by deleting the reference to limiting the additional uhf stations to intermixed markets.

The UHFTA listed results of a questionnaire to uhf operators which indicated support for the proposal. However, the association also stated that by a vote of two to one its members believed that the extra uhf stations should be permitted only in intermixed markets [B•T, Feb. 1].

In answer to questions of monopoly, all favorable responses mentioned that the FCC could maintain competition through its power to take up such questions on a case-by-case basis. Most of those favoring the amendment also declared that they would apply for uhf stations immediately after the rule became

MARY JANE MORRIS IS FCC'S FIRST WOMAN SECRETARY

MARY JANE MORRIS, appointed secretary of the FCC last week, takes office today (Monday) as the first woman secretary of the Federal radio regulatory agency.

The poised, 33-year-old, attorney—she was on the staff of the FCC's General Counsel before her promotion to the secretaryship—succeeds long-time Democrat T. J. Slowie, who resigned last summer, after 16 years in office.

MARY JANE MORRIS
Succeeds T. J. Slowie

Future of William P. Massing, acting secretary since Mr. Slowie's resignation, has not been determined. It is believed he will continue as assistant secretary, his official post.

Miss Morris was born in Midland, Mich., and attended Michigan State College (1938-1949) and the U. of Michigan, graduating in 1942 with a B.A. degree. She was graduated from the U. of Michigan Law School in 1943 with a D. J. degree. During law School, she was senior editor of the *Michigan Law Review*.

In 1943, she was an associate of the New York law firm of Willkie, Owen, Otis, Farr & Gallagher. In 1944 she served as assistant to the chairman of the GOP Speakers Bureau during the Roosevelt-Dewey presidential campaign. She was an associate member of the Washington law firm of Hogan & Hartson before she joined the FCC in 1948.

She is a member of the Michigan, New York and District of Columbia bars.

As a Republican, she had the support of Michigan Sen. Homer Ferguson and Charles E. Potter, both Republicans, and Rep. Elford A. Cederberg (R-Mich.).

With Miss Morris' appointment the duties of the secretary, which have been largely routine, may be enlarged. There has been recurrent talk in recent years of combining the nominal responsibilities of the secretary with those of other executive officers of the Commission—budget, personnel and administration.

Still unfilled is the position of chief of the Broadcast Bureau's Hearing Division. This was vacated by Fred W. Ford last October when he transferred to the Justice Department [B•T, Oct. 5, 1953]. Also vacant are the posts: Assistant general counsel in charge of litigation, because of J. Roger Wollenberg's resignation (see separate story); chief of Office of Opinion & Review (Sylvia D. Kessler resigned the post last year).

MINNEAPOLIS—ST. PAUL

- *Exclusively*
- *represented*
- *by*
- *BLAIR-TV*
- *effective*
- *February 1, 1954*

TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • DALLAS • ST. LOUIS
JACKSONVILLE • LOS ANGELES • SAN FRANCISCO • BOSTON

BLAIR TV INC.

final. None, however, indicated which markets they were interested in.

Mr. Brown not only opposed the proposal, but suggested that network ownership be limited to one station each. Mr. Brown is a network foe of long standing.

The Commission last year finalized a long pending amendment which proposed to allow varying degrees of ownership in more than five tv or fm, and more than seven am stations by limiting ownership to five tv and seven am and fm stations in any degree [B•T, Nov. 30, 1953]. At that time it mentioned that some suggestions had been made to permit single owners to own two additional uhf stations. As the year ended, it proposed that single owners be permitted to acquire up to seven tv stations, but requiring that only five be vhf [B•T, Dec. 28, 1953]. The thought was expressed that this might help uhf in its present difficulties. Replies to comments are due Feb. 11.

SEN. JOHNSON HITS SPARTANBURG GRANT

FCC shouldn't overlook 'adverse effect' on area uhf of its temporary authorization to let vhf WORD-TV operate from Paris Mt., writes Sen. Edwin Johnson, referring to his blast at the FCC Jan. 12 on multiple ownership proposal.

SEN. EDWIN C. JOHNSON (D-Col.) suddenly injected himself into a Spartanburg, S. C., situation last week, taking issue with FCC's grant a fortnight ago of permission for vhf ch. 7 WORD-TV there to begin interim operation from Paris Mt.

Sen. Johnson, who noted in a letter to FCC Chairman Rosel H. Hyde, that "you will recall my letter of Jan. 12, 1954, with respect to the proposed expansion of the multiple ownership rule in which the question of promoting uhf service was the key," admonished:

"The Commission should not put on technical 'blinders' and overlook the adverse effect this temporary authorization will have on the current and proposed uhf operations in the Anderson, Greenville, Spartanburg, and Greenwood area."

The new Johnson letter was released Friday.

The Senator asserted: "In order to obviate any misunderstanding I want it clearly understood that the only phase of this case with which I have any interest is the effect this action will have on retarding the development of uhf and a truly competitive nationwide tv service."

Sen. Johnson said he understood the Paris Mt. operation might force the abandonment of two uhf stations already operating and two uhf stations already granted permits but not yet on the air.

On the same day the Johnson letter was written (Wednesday), the FCC received a formal protest by uhf ch. 17 grantee WSCV (TV) Spartanburg. WSCV protested the operation from Paris Mt. would be permanent, making WORD-TV a regional station to the detriment of other stations in the area.

The Johnson letter said: "It is a fact that the two operating stations have already suffered irreparable damage and the two stations not yet on the air are very likely for that reason not to go on the air."

Earlier, Walter Brown, president of WORD-TV, said the station would begin operating from the mountain site in three or four months as a CBS-TV affiliate.

At the same time, applications were filed with the FCC last week for the purchase of WSPA-AM-FM Spartanburg by Mr. Brown and his associates for $400,000 [B•T, Nov. 30, 1953], and their sale of WORD and WDXY (FM) Spartanburg to WORD Inc. for $150,000 [B•T, Jan. 18]. Upon FCC approval, Spartan Radiocasting will change the call letters of its tv station to WSPA-TV, Mr. Brown said.

Sen. Johnson said: "The Commission is entitled to generous commendation for their interest in promoting uhf service, but it would seem to me that the special temporary authorization which may destroy four uhf stations is traveling in the opposite direction.

"These uhf stations struggling to make a success of their operations are certainly entitled to more encouragement than this from the Commission."

WSPA, operating on 950 kc with 5 kw, CBS, is owned by Broadcasting Co. of the South, which also owns WIS Columbia, S. C., and WIST Charlotte, N. C. It also controls WIS-TV Columbia, which includes former stockholders of WMSC that city.

WORD, operating on 910 kc with 1 kw, NBC, will be owned by Irwin Kahn, chief owner of WNOK-AM-TV Columbia; H. Moody McElveen Jr., WNOK-AM-TV general manager, and B. F. Kurtz.

SMILES mark the affiliation contract between CBS-TV and WORD-TV Spartanburg, S. C., effective about April 25, when the station hopes to begin broadcasting from a location on Paris Mountain. Agreement making WORD-TV a primary interconnected CBS-TV affiliate is read by Walter J. Brown, station president (l), with C. A. (Fritz) Snyder (c), CBS-TV national director of station relations; Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

Mr. Brown at one time was manager of WSPA and founder of WORD. These were separated when the FCC promulgated its duopoly rule.

Spartan Radiocasting showed total assets of more than $500,000, with current assets at $348,945 compared to current liabilities of $11,657. Broadcasting Co. of the South showed total assets of almost $1.5 million, with current assets $349,147 and current liabilities of $127,538.

WORD-TV's request to begin operations from Paris Mt., six miles from Greenville, and 27¼ miles from Spartanburg, was fought by uhf grantees WGVL (TV) Greenville, WSCV (TV), and WAIM-TV Anderson, all South Carolina, and the Uhf Tv Assn. They told the Commission then that they feared this would become the permanent transmitter site for WORD-TV, permitting it to cover all surrounding areas including their markets. The Commission held, however, that interim operation from the proposed Paris Mt. site met Commission regulations regarding coverage of the principal city. It also said the grant was for interim operation and the objections were based on permanent operation from that site. WORD-TV holds a CP for 316 kw with 2,000-ft. antenna atop Hogback Mt., 25 miles northwest of Spartanburg and 24 miles northeast of Greenville. Comr. Frieda B. Hennock dissented from the FCC's grant of the special temporary authority for the station to begin telecasts with 51 kw from the 1,185-ft. Paris Mt. site.

Tower Reports 'Must'

THE Civil Aeronautics Administration has warned radio and tv stations and grantees that notice of construction is required whenever a new tower or a change in existing tower is made. This notice is required, the CAA said, in order to circulate the information to all pilots. In some instances, the CAA reported, antenna tower construction has been carried on without notification, making stations subject to penalty. Because towers rise to considerable heights quickly and because the number of aircraft operations in all kinds of weather has increased greatly during the last few years, the CAA expressed concern at those instances where notices of construction have not been filed, or where they have not been filed early enough to permit national circulation prior to completion.

HIGH COURT HEARS GIVEAWAY CASE

Justices seem skeptical of FCC's contention that giveaway programs violate the lottery laws.

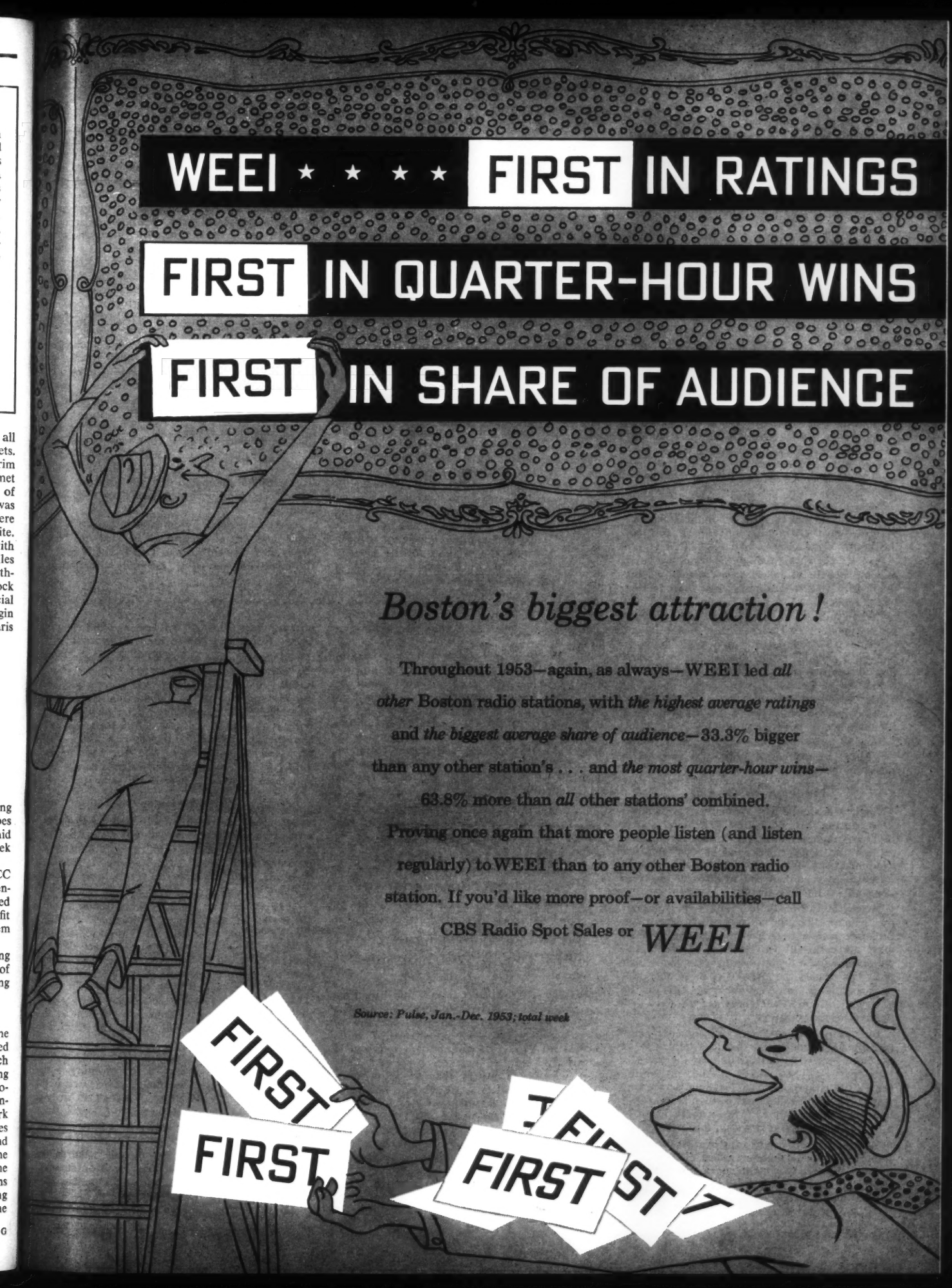
FUTURE of giveaway programs involving home audiences, one of the most popular types of programs on the air five years ago, was laid in the lap of the U. S. Supreme Court last week after two hours of oral argument.

A presumably skeptical full court heard FCC Assistant General Counsel J. Roger Wollenberg assail giveaways as "evil lures" designed to attract listeners and viewers for the benefit of stations and advertisers. This made them lotteries, Mr. Wollenberg claimed.

Taking the opposing position—and charging that the FCC was attempting censorship of program content—were attorneys representing ABC, CBS and NBC.

1949 Regulations

The case involves regulations drawn by the FCC in 1949 spelling out what it considered illegal under Sec. 1304 of the U. S. Code which prohibits the broadcasting of lotteries. Among the provisions is one concerning telephone programs. The rules were attacked in their entirety by the three networks. A New York Federal Court ruled, two to one, that the rules applied to telephone giveaways were illegal and violated the no-censorship provisions of the Communications Act [B•T, Feb. 9, 1953]. The court held, however, that the other provisions of the lottery regulations were legal. Pending the final determination of the legality of the


WEEI ★ ★ ★ ★ FIRST IN RATINGS
FIRST IN QUARTER-HOUR WINS
FIRST IN SHARE OF AUDIENCE
Boston's biggest attraction!
Throughout 1953—again, as always—WEEI led all other Boston radio stations, with the highest average ratings and the biggest average share of audience—33.3% bigger than any other station's . . . and the most quarter-hour wins—63.8% more than all other stations' combined.
Proving once again that more people listen (and listen regularly) to WEEI than to any other Boston radio station. If you'd like more proof—or availabilities—call CBS Radio Spot Sales or WEEI
Source: Pulse, Jan.-Dec. 1953; total week
FIRST
FIRST
FIRST

disputed regulations, the FCC stayed their effectiveness.

"The FCC is walking in the shadowland of personal judgment" in spelling out the types of programs it considers lotteries, NBC attorney Paul W. Williams, of Cahill, Gordon, Zachry & Reindel, told the court. This is censorship, he said.

Also registering opposition to the FCC's rules was Alfred McCormack, Cravath, Swain & Moore, for ABC. The FCC is charged with granting and renewing licenses, Mr. McCormack pointed out, when they are in the public interest, convenience and necessity. The Commission cannot deny a license, he said, on isolated grounds.

Max Freund, of Rosenman, Goldmark, Colin & Kaye, for CBS, argued that the Commission is trying to define "consideration." That is for the courts, he held. Purpose of the lottery law is to protect the public, he said, and giveaways do not plunder the public.

Significance was seen by all network attorneys in the fact that the Dept. of Justice did not join the FCC in appealing the lower court's decision. The Justice Dept. in the past has declared that giveaways were not lotteries, they pointed out. Even the Post Office Dept. has ruled that giveaways do not violate the lottery laws, they added.

When Congress some years ago was asked by the FCC to amend the Communications Act to more carefully define lotteries, it refused, the network attorneys said.

Key to the Commission's position was that enticing people to listen or view a broadcast for a prize was "consideration" in the meaning of the lottery law.

"When millions of people sit at home waiting for a telephone to ring . . . that is something of value to stations and the sponsor," Mr. Wollenberg declared. "That is as much 'consideration' as paying a price in cash for a lottery ticket," he said.

Mr. Wollenberg emphasized that the Commission had no objection to station promotion for audience or advertising on the air.

But, he went on, when the appeal is to the "cupidity" of masses of people to win something for nothing, then it is evil.

Peppered by Queries

Justices peppered Mr. Wollenberg with questions during his hour-long argument. Gist of their inquiries, some far from solemn, concerned the legal theory of "consideration" expounded by the FCC. They also sought information regarding the attitude of the Justice and Post Office Depts.

Associate Justice Felix Frankfurter ventured the opinion that the regulations were drawn because "people were putting up their time in ways not culturally to the liking of the FCC." Alluding to the transit radio case, in which the court upheld the right of transit companies to install radio receivers in their vehicles, he observed: "Captive audiences are all right, but seductive audiences aren't, is that it?"

But Justice Frankfurter's comments were not all favorable to the broadcasters' side of the argument. "All advertising on the air is a lure, isn't it?" he asked. And, answering the FCC's contention that listening or viewing was a "thing of value" the former Harvard U. law professor quipped: "Most people listen to a lot of that in *vacuo* anyway, don't they?"

Asked by Associate Justice William O. Douglas how a telephone contest differed from a studio contest, Mr. Wollenberg answered that that FCC viewed a studio show as attended by people who thought enough of the program to attend in person. This could be "evil," he added, but of "lesser evil" than telephone giveaways.

Mr. Wollenberg said he felt that winning an automobile as a door prize in conjunction with attendance at a dance or show was a lottery. This was in answer to a question from Associate Justice Robert H. Jackson.

In answer to several questions as to why the Dept. of Justice did not participate in the appeal, Mr. Wollenberg said it was remaining "neutral" because the case at issue involved licensing of broadcasting stations, solely an FCC function.

GOP SETS RECORD RADIO-TV BUDGET

Republicans plan $3.8 million for this year's overall campaign budget, highest radio-tv expenditure in history for a non-Presidential race.

REPUBLICANS will spend more on radio and television on the national level in the coming elections campaign than they have ever spent in a non-Presidential campaign year.

That much was known last week, although an actual breakdown of figures on the national level was not made available.

The Republican National Finance Committee approved a 1954 campaign budget of $3.8 million for the National, Senate and House Campaign Committees.

While no figures were given, it was acknowledged that a "sizable part" of the overall budget would go for radio and tv.

This figure alone was a record budget amount for a Congressional election year and about doubles the amount for the last non-Presidential election year of 1950 ($1.95 million).

Finance committee chairman, F. Peavey Heffelfinger, said the figure was large because of GOP plans to expand campaign activity and because of the rising cost of television.

It was noted that another important contributing factor was the increase of tv stations. National committee spokesmen spoke of tv costs as being 10 to 1 greater than radio.

National campaigning on radio and tv is apart from expenditures in the media on a state level. Programming is made up of network buys and national spot. Also filmed productions are included such as *The Case for the Republican Congress* and *The 83d Congress—an Appraisal* which were shown on tv respectively in 1952, 1953. The latter program was carried on ABC-TV and DuMont.

MR. HALL

Current Republican thinking was revealed by National Chairman Leonard W. Hall, who advised Republicans to choose candidates for office with attractive television personalities.

Mr. Hall told a GOP luncheon group in Providence that the committee had budgeted more for tv in the 1954 Congressional campaign than the total set aside for all campaign purposes in any prior off-year campaign.

He said his office investigated reasons for the GOP loss of a Congressional seat in New Jersey last November and concluded tv put a Democrat across in a normally Republican District.

DEPT. OF JUSTICE CONTINUES PROBES

Two actions are underway: One involves 16mm movies for release to tv, the other preliminary investigation of advertising industry business practices.

TWO separate anti-trust probes into broadcasting and advertising business practices are proceeding at the Dept. of Justice—the suit involving alleged monoply in release of 16mm movies for tv and the preliminary inquiry into advertising industry business practices.

A widespread report that the government will seek dismissal of its 16mm suit, now pending in Los Angeles federal court, could not be verified at the department. On the contrary there were signs that the government is going ahead with prosecution of the suit in what is called an effort to force release of 16mm feature films for tv use.

Attorney General Herbert Brownell told a news conference Thursday that no inferences of legal action can be drawn from the FBI probing into files of advertising and media trade associations [B•T, Jan. 18, et seq].

FBI agents were at NARTB last week making a preliminary study of the filing system. It was evident these agents were merely gathering material to aid in conducting a possible search of NARTB's files for detailed data covering such matters as 15% commission, agency recognition and cash discounts. NARTB has no agency recognition service nor does it endorse the 2% cash discount advocated by the American Assn. of Advertising Agencies.

No Names

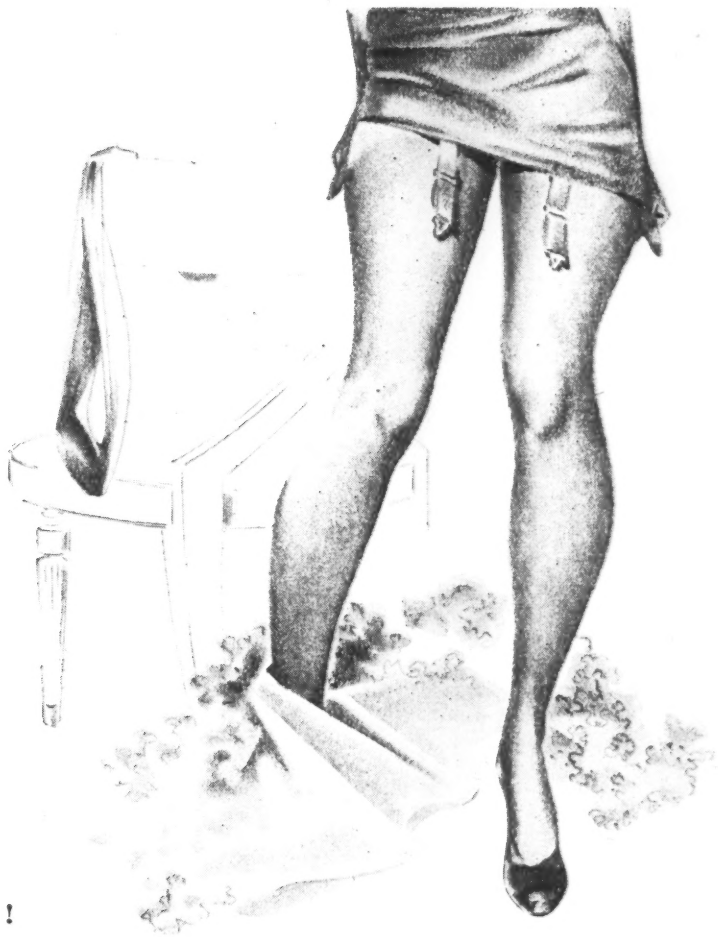
Attorney General Brownell declined to name any of the associations under investigation in the advertising probe. Confirming a statement made to B•T Jan. 15 by Stanley M. Barnes, Assistant Attorney General, the Attorney General said:

"For some time we have been looking into the matter of advertising commissions to determine if these involved any violation of the anti-trust laws. This is simply a part of the general program of the Anti-Trust Division to look into various segments of the national economy to determine if any action is indicated. This does not mean that action will necessarily follow. No inference should be drawn as to whether legal action will follow the study of advertising practices."

He said the study covers all media in the advertising field. Asked if the inquiry was initiated by this Administration or the previous one, he said, "I understand that such an investigation was conducted in 1950-52 and was then closed without action. The current study was initiated during the last few months."

One factor behind the current advertising probe, he said, is that a court decision several years ago found illegal uniform commissions employed by real estate boards.

Files of the Federal Trade Commission's



A CHANGE WORTH WATCHING!

There's a change on Channel 7 that's well worth watching, too!

On February 1, KECA-TV became KABC-TV... new and significant call letters to place special emphasis on Channel 7's proud position as the American Broadcasting Company's key television station covering Southern California.

Fresh, sparkling ideas in programming are turning more and more eyes to Channel 7. So give your sales outlook a change for the better. Choose...

CHANNEL 7 KABC-TV

The American Broadcasting Company . Los Angeles

for bang-up results

"ANNIE OAKLEY"

She never missed. And now the frontier's First Lady is sure-fire as television's first cow*girl* star. Played by Gail Davis (Gene Autry's "perfect Western heroine") and filmed by the same top-caliber production team as Gene and the Range Rider, Annie mixes hair-trigger action and romantic interest to score with all the family. With Annie Oakley, *you* can't miss. She's available for local and regional sponsorship through **CBS TELEVISION FILM SALES** *offices in New York, Chicago, Los Angeles, San Francisco, Atlanta and Dallas.*

Distributor in Canada: S. W. Caldwell Ltd., Toronto

four-year investigation of the American Newspaper Publishers Assn. and other newspaper-agency groups are being reviewed in the light of the Justice Dept. inquiry.

The FTC dismissed the case Jan. 20, 1930 after answer and trial, without assignment of reasons. The original charge reads as follows:

Combining or conspiring to control channels of distribution and to enforce a standard differential; in connection with the placing of national advertising, more specifically, to compel national advertisers to employ respondent agencies or other advertising agencies in the placing of national advertising in newspapers throughout the United States, to prevent said advertisers from advertising directly in said newspapers at net rates and to compel said advertisers to pay for direct advertising at gross rates and in connection with the enforcement of a standard differential of 15% on the regular or gross advertising rates of the periodicals as minimum compensation for the advertising agencies.*

*As set forth in the commission's brief, respondents were charged with seeking, through cooperatively bringing pressure to bear and otherwise:

First, to prevent direct advertisers from obtaining national advertising at net rates and that, to avoid the resulting increased cost, they be restrained to employ advertising agencies.

Second, to prevent publishers from selling advertising space to direct advertisers at less than their gross or card rates; and

Third, to eliminate from business agencies which do not receive the full differential as their minimum remuneration or which share the differential with an advertiser.

On West Coast

While the department appeared to be going ahead with its 16mm movie suit despite rumors it might seek dismissal, a West Coast development served to support the theory that the case will not be dropped. This centered around the grant of another one-month extension, until March 2, to Republic Pictures for completion of answers to government interrogatories in the case.

Republic, incidentally, is one of the few studios making its films available to television, according to studio attorneys. They point out that extensive time and labor are required to supply data on every showing, plus revenues realized. Republic is the only studio that hasn't completed its reply, Columbia Pictures and a subsidiary, Screen Gems, having recently supplied their answers.

Radio, Tv Caught In Intramural Row

House Operations Committee votes to ban broadcast coverage of its sessions unless a majority favors admitting microphones or cameras.

RADIO-TV was the innocent bystander who got hurt last week in a Capitol Hill political fight. When the shooting was over, the broadcast media were on the outside with a restricted opportunity to look in on public hearings held by the House Government Operations Committee.

In a closed session, the committee members voted to bar radio and tv from all committee and subcommittee open hearings unless a majority of them voted to approve the presence of camera and microphone.

Actually the sudden move against radio and television and also recordings, tapings, filmings etc., was directed against the chairman of the committee, Rep. Claire E. Hoffman (R-Mich.), who immediately let it be known just where he stood.

Rep. Hoffman and another committee member (and colleague), Rep. George Meader (R-Mich.), were the only ones on the 30-man committee voting against the adopted rule.

Rep. Hoffman took the floor of the House to bitterly denounce his committee's action. "This is a dandy," he declared. The amendment the Congressman asserted, also would cut off stenotype machines which make full recordings of proceedings. It "permits the members of a subcommittee to force a closed hearing at any time on any subject," he said.

Asking "what becomes of the constitutional guarantee of a free press and free speech?," Rep. Hoffman said: "Already by this amendment, the television and radio people are behind the committee's 'Iron Curtain' as I have been for sometime. The press may be next. Listen for their protests."

An Old Story

This was another chapter of a continuing fight between Chairman Hoffman and his balky committee. Originally, Rep. Hoffman wanted to head a subcommittee to look into labor racketeering. But his committee last year stripped him of powers to appoint subcommittees without their consent. He then had asked for the labor racketeering unit.

This year, Rep. Hoffman renewed his request for the subcommittee to be under his charge. The committee decided to turn over the labor probing group to Rep. George A. Bender (R-Ohio). The Ohioan told newsmen that last week's action on radio-tv was taken to stop members like Rep. Hoffman from "creating a circus" of hearings.

Rep. Hoffman retorted in his House talk that he could not understand why Rep. Bender supported the limitations.

"This means that George Bender, who's running for the Senate, may not be able to use this committee for this purpose," he said.

Keeping the issue a bit more confused and hot, Rep. Bender said he personally was not opposed to televising hearings, that decision would be made on each hearing as it came up, and, "we do not want to conceal anything."

Sen. Potter to Head Communications Unit

A NEW subcommittee on communications was selected Friday in the Senate [CLOSED CIRCUIT, Feb. 1]. The chairman is Sen. Charles E. Potter (R-Mich.), a virtual newcomer to the radio-communications field.

Other members are Republican Sens. Andrew F. Schoeppel (Iowa) and Dwight Griswold (Neb.) and Democratic Sens. John O. Pastore (R. I.) and Lester C. Hunt (Wyo.).

SEN. POTTER

Subcommittee chairmen were announced for communications, transportation, maritime, and other fields covered by the Senate Interstate & Foreign Commerce Committee at a closed meeting Wednesday. The list of members was released Friday.

The subcommittee is expected to handle certain measures of less importance. Top matters in communications will be considered by the full committee, as in the past, it was understood.

The long-range effect, however, will be to extend Sen. Potter's familiarization with communications legislation and the issues involved in the industry.

FCC Rescinds Fayetteville, Assigns Bluefield Vhf

Assignment comes after Commission finds itself 'in error' in placing zone line.

FCC last week rescinded its order adding vhf ch. 4 to Fayetteville, W. Va. [B•T, Oct. 26, 1953], and granted a petition by the Daily Telegraph Printing Co. to assign vhf ch. 6 to Bluefield, W. Va., where the company owns WHIS, by substituting ch. 4 for ch. 6 at Beckley, W. Va.

FCC action came after re-examination and conclusion by the Commission "that our present zone line in West Virginia is in error and that all of the state should be placed properly in Zone I."

The boundary line between Zone I and Zone II cuts across West Virginia, with the southern tip of the state falling within Zone II.

In the same action, the Commission reaffirmed that part of its previous decision denying the petition of High Point Enterprises Inc. (WHPE), to assign ch. 6 to High Point, N. C., by deleting that channel from Wilmington, N. C., and Beckley, and substituting therefor chs. 3 and 4, respectively. The order granting vhf ch. 3 to Wilmington, N. C., was not disturbed.

The amended table becomes effective 30 days after publication in the *Federal Register*.

In another allocation action, FCC made final immediately its proposal to assign uhf ch. 72 for ch. 60 at Baltimore, Md. The action permitted WITH-TV Baltimore to shift from ch. 60 to 72.

Denies Puerto Rico Swap

The Commission last week also denied a petition by the Dept. of Education of Puerto Rico, seeking noncommercial educational use of vhf ch. 4 in place of reserved ch. 6 at San Juan.

Proposal to allocate ch. 68 to Petaluma, Calif., for ch. 56 was put forward last week by Delta-Sierra Educational Television Corp., which proposes to file for reserved uhf ch. 42 for Stockton. Delta-Sierra desires to place its proposed antenna on Mt. Diablo, which would conflict with the uhf ch. 56 allocation at Petaluma.

Request was filed last week by WTAL Tallahassee, Fla., to assign vhf ch. 2 to Havana, Fla. The new petition came after FCC's decision denying WTAL's previous petition to change vhf ch. 9 from Dothan, Ala., to Tallahassee.

Additional uhf channel was officially assigned to Zanesville, Ohio, a fortnight ago when the FCC finalized a proposal to add ch. 18 to the existing ch. 50 in that city. WHIZ-TV operates on ch. 50.

Proposed frequency changes, announced by the Commission, include the following:

Tupelo, Miss.—Add ch. 9—by substituting ch. 11 for ch. 9 in Jackson, Tenn.

University, Ala.—Transfer reserved, educational ch. 7 to Munford. This conflicts with proposals to assign ch. 11 to Lexington, Tenn.; ch. 7 to Rock Island, Tenn., and ch. 2 to Sneedville, Tenn.

Rapid City, S. D.—Add ch. 3.

Clark Retires From FCC

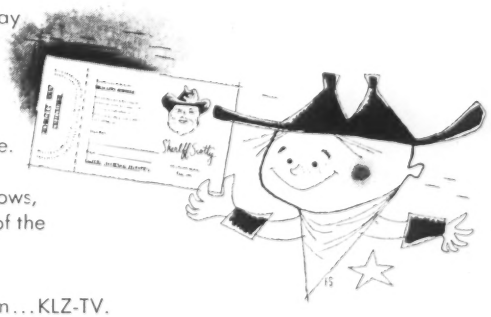
KENNETH G. CLARK, regional manager, South Pacific Region, FCC's Field Engineering & Monitoring Bureau, retired Jan. 31 after 35 years of Federal service. Active in government radio regulation since 1917, Mr. Clark rose from the ranks and in 1946 was promoted to manager of the South Pacific Region, with headquarters in San Francisco.

28,134 MAIL REQUESTS IN 30 DAYS!

KLZ-TV's SHERIFF SCOTTY . . . *DENVER'S MOST POPULAR WESTERN TV PERSONALITY*

After only 52 days on the air, Sheriff Scotty announced free membership cards in his "Sheriff's Posse" to his youthful audience. The offer ended 30 days later...January 22...with requests totalling more than 28,000, and more coming in!

Sheriff Scotty's "Tales of the Wild West" at 4:15 p.m. each weekday is Denver's top-rated Kids' show. What's more, Telepulse (November, 1953) rated it the 2nd highest of all multi-weekly shows in the city, day or night. Scotty's enthusiastic "posse" is further testimonial to his overwhelming audience popularity. Most important to participating advertisers, Scotty **sells*** merchandise.



Sheriff Scotty is only **one** of many top personalities in KLZ-TV's local program line-up. Of the highest Telepulse-rated multi-weekly shows, **all** of the first 5 are KLZ-TV local originations. And...KLZ-TV rated 8 of the top 10 once-a-week shows, including, of course, first place... further evidence of Channel 7 dominance of Denver's TV scene.

When you buy TV in Denver, buy the AUDIENCE station...KLZ-TV.

KLZ-TV

*Case histories on request.

CHANNEL 7
DENVER

Represented Nationally by KATZ
Owned and Operated by Aladdin Radio & Television, Inc.

INFORMATION REPORT JOLTS OFFICIALDOM

Report to President says U. S. Information Agency is investigated too much. Suggests more tv in Voice and talks about government support to private broadcast industry.

A "SLEEPER" report on the U. S. information policy served official Washington with a jolt last week.

The report to Congress was made by the U. S. Advisory Commission on Information, created by Congress in 1948, and its members appointed by the President.

In effect, the report said Congressional investigators have so harrassed the U. S. Information Agency that it can hardly get its job done. USIA is headed by Theodore C. Streibert, former MBS board chairman. The agency operates the Voice of America.

Reaction was swift. Sen. Joseph R. McCarthy (R-Wis.), who heads one of the two Senate groups which have investigated information activities, brushed aside the report and asserted, "We scared hell out of a few Commies."

Sen. McCarthy, appearing unimpressed by the Presidential commission's complaint, forthwith announced his Senate Permanent Investigations Subcommittee soon would take another look at the overseas information agency. He said Mr. Streibert "has had six months to houseclean it" and that he still intends to call the USIA director as a witness to explain whether "they [USIA] are violating Public Law 402 by hiring people who couldn't pass security clearance."

Fulbright Agrees

But Sen. J. William Fulbright (D-Ark.), a member of the Senate Foreign Relations subcommittee on information (the other group alluded to in the report), agreed with the commission's complaint. Sen. Henry M. Jackson (D-Wash.), a member of the McCarthy group, called the report important.

Members of the commission, chairmanned by Erwin D. Canham, editor, *Christian Science Monitor*, include Justin Miller, board chairman, NARTB; Philip D. Reed, board chairman, General Electric Co., and Ben Hibbs, editor, *Saturday Evening Post*.

MR. CANHAM

Wording in the report indicated criticism of the McCarthy group's investigations of USIA as compared to the Foreign Relations Committee's work which it found was "constructive."

Another key recommendation, among 14 dealing with subjects ranging from need of a new building in Washington to creation of a training school for USIA employes, was that a plan be developed to utilize "the powerful medium of television" in the information program.

USIA has just disclosed that Voice of America is making increased use of tv film in its operations. The film is sent abroad to be used on foreign tv stations.

The report covers the period from Aug. 1, 1953, when Mr. Streibert took over USIA, up to the end of last year. "In our judgment," the commission said, "the new agency is off to a good start."

A point made by the commission which was not given wide attention was a reference to Government support to private broadcast media for overseas production. This type of aid is supplied to motion picture and publication firms already engaged in wide international activities.

In the broadcast business, it was noted, there is not enough profit to be had in such large international operations as exist in the other media industries. Thus, Government support is suggested for the "development of overseas broadcasting by private industry just as it is deemed in the public interest to support foreign and domestic aviation, the merchant marine, and other industries. In such an event, however, it would not be proper for the Government to exercise any supervision or censorship of its programs."

If Congress believes such support to private industry for overseas broadcasting "is in the public interest, this Commission recommends that such support be made independent of the USIA appropriations," the report said.

VOA Relinquishes Hold On 'Baker West' Project

A POSTSCRIPT was written last week to last year's wrangle between Voice of America officials and critical senators.

Sen. Henry M. Jackson (D-Wash.) announced the Voice has relinquished its hold on 1,200 acres on the Olympic Peninsula in Washington State where VOA once proposed to build one of the world's largest overseas shortwave transmitters.

Disposition of the site is undetermined. The land has been turned back to the Government (the General Services Administration).

The site generally was referred to as the Baker West project. It came under fire from Sen. Joseph R. McCarthy's (R-Wis.) investigations group and other Senate units last winter. Construction then was halted [B•T, Feb. 23, 1953].

Air Force Demands Review of Tv Towers

FORMAL Washington action on all applications for radio-tv towers over 500-ft. high was demanded last week by the U. S. Air Force which contends that informal regional approval of tower projects is not adequate.

Hearing on the proposal will be held tomorrow (Tuesday) by the top review agency, Washington Airspace subcommittee.

Under present procedure, tower applications requiring aeronautical study are referred to regional airspace subcommittees. If there is no objection, informal approval is given and the cases move to the FCC where they receive regular consideration.

In cases where objections are raised at regional hearings, the applications are referred to the Washington subcommittee for formal clearance.

Air Force objection arose after it decided to complain about a tower already erected by WBAM Montgomery, Ala. This tower received informal regional clearance, was processed by the FCC and constructed. Maxwell Field officers appealed to the Washington subcommittee which formally approved the finding of the regional subcommittee. This was followed by the Air Force proposal.

Meanwhile, the Airdromes, Air Routes & Ground Aids subcommittee of the Air Coordinating Committee prepared terms of reference for the proposed *ad hoc* committee to study the question of revising standards concerning the marking and lighting of radio-tv towers, with particular attention to guy wires [B•T, Feb. 1]. Final comments by representatives are due tomorrow (Tuesday), at which time members of the working unit will be named. These will include representatives of broadcasters, tower manufacturers and equipment makers, it was reported.

It was understood that only at the insistence of the FCC were broadcast representatives allowed to attend last Thursday's meeting. Attending were Noble C. Shumway Jr., Robert H. Faul and John J. McCue, FCC; Robert E. L. Kennedy, Assn. of Federal Communications Engineers, and A. Prose Walker and Abiah A. Church, NARTB.

Wollenberg Resigns FCC Counselship

J. ROGER WOLLENBERG, FCC assistant general counsel, resigned last week to join the Washington law firm of Haley, Doty & Schellenberg.

The move came three days after the 35-year-old Mr. Wollenberg argued the FCC's give-away case before the Supreme Court (see separate story on page 40).

MR. WOLLENBERG

Mr. Wollenberg was reared in San Francisco and was graduated from the U. of California law school in 1942 with an LL. B. He was editor-in-chief of the California Law Review in his last year. He served as a Navy lieutenant in the Pacific during World War II, and in 1946 became law clerk to Associate Justice William O. Douglas. In 1947 he joined the Dept. of Justice in the office of alien property and became assistant chief of the appellate section of the anti-trust division. In 1952, he transferred to the FCC as assistant general counsel in charge of litigation, succeeding Max Goldman.

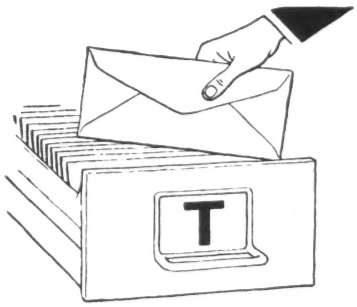
As FCC's counsel in court, he represented the Commission in the Zenith Chicago ch. 2 and the Logansport and Peoples appeals before the U. S. Court of Appeals.

Added Fm Programming Plan Draws First Comments to FCC

FIRST comments on FCC's proposal to permit specialized programming by fm stations in addition to regular broadcast operations [B•T, Jan. 4 et seq.] were filed last fortnight. Deadline is Feb. 15, with replies due 10 days later.

Paul Godofsky, president-general manager, WHLI Hempstead, N. Y., wrote a letter in favor of the proposal. He said he believed adoption "will go a long way in enabling more fm licensees to operate with greater financial success and more in the public interest. . . ." A favorable comment also was received from George W. Hamilton, Syracuse, N. Y., and the Rural Radio Network of New York State.

Opposition was filed by a number of citizens who appeared to believe the Commission was proposing to reduce the number of fm channels. Others objected to what they called a further "invasion of their privacy." Referring to the transitcasting fight, these communica-



LIVE ITEMS FROM OUR MORGUE

—That's what the trucking industry—already America's No. 2 employer—expects to pay in 1975!

In 1952, the trucking industry employed 6 million people and had, in round numbers, a pay roll of 21 billion dollars.

By 1975, its pay roll is expected to be 14 million persons, and its national paycheck $47 billion.

This is not wild-eyed prophecy, but a conservative projection of present trends in the transportation industry, based on the findings of the Paley Commission (President's Materials Policy Committee).

Expenditures for wages and salaries will account for the largest part of the $63 billion the trucking industry is expected to be spending by 1975. Other items included in this gross national outlay are: New trucks and tractors; new trailers and semitrailers; replacement tires; replacement parts and accessories, and motor fuel.

Source: "Trucks in 1975", by Carroll J. Roush. If you would like a free copy of this factual, documented study, write us today.

Hall F. Carey

Chairman, American Trucking Associations

American Trucking Industry / American Trucking Associations, Washington 6, D.C.

tions termed the proposal "a hideous policy," "a poor one," and one that "will ruin fm."

FCC proposes to reduce minimum fm hours of operation to 36 per week, permit fm stations to engage in transitcasting, storecasting, functional music and other specialized types of broadcasts on a simplex or multiplex system of operation.

'Protest Rule' Request Hangs Fire on Hill

NEITHER body of Congress showed signs last week of being in a hurry to consider FCC's request for clarification of the so-called "protest rule" provision (Sec. 309 [c]) of the Communications Act [B•T, Feb. 1].

The proposal would end an automatic stay of a protested grant (of a station construction permit), which now is mandatory, and the hearing on charges required by the Act could be a paper proceeding instead of a oral case.

In the Senate, where Senate Interstate & Foreign Commerce Committee Chairman John W. Bricker (R-Ohio) has introduced a bill (S 2853) embodying the FCC request, there are no plans for hearings.

Senators indicated the bill would be classed as controversial and therefore scheduled for careful consideration when the committee can get to it. Also in question on the Senate side is the "urgency" of the proposed legislation.

In the House, Rep. Charles W. Wolverton (R-N. J.), chairman, House Interstate & Foreign Commerce Committee, who was expected to introduce a bill "by request," had not done so last week. Rep Wolverton is busy handling an investigation of diseases.

According to a report, the "controversial" aspect could be traced to some objections already being made by applicants for tv stations who claim their bids would not be accorded a full hearing by FCC if the legislation were passed. The proposal, if accepted, would place them back in the position they were in before the McFarland Act was passed, these applicants reportedly assert.

FCC Denies CMRU Bid For 40 Frequencies

REQUEST for 40 frequencies from the Citizens Radio Service to establish an exclusive Manufacturers Radio Service, submitted by the Committee on Manufacturers Radio Use [B•T, Dec. 14, 1953], was denied by the FCC last week as "premature."

The Commission said it is studying the revision of the Special Industrial Radio Service rules (Docket 9703) to meet the radio needs of industry and that it would be best to approach this need on an overall basis, rather than through a piecemeal procedure.

Committee, comprising 56 of the largest U. S. corporations (Alcoa, Ford, GE, Bethlehem Steel, etc.), suggested that if the Commission did not feel free to establish the manufacturers service with Citizen's Radio frequencies it should "re-examine" the fm band.

FCC Tries to Clear Tangled Ch. 11 Case

THE FCC took the first step in unraveling the stymied St. Louis ch. 11 hearing last week when it sent a McFarland letter to KSTM-TV St. Louis raising questions regarding its financial and legal qualifications.

If the uhf ch. 36 station satisfactorily furnishes the required information, the FCC said, it would designate it as one of the applicants in the St. Louis ch. 11 hearing and insert as one of the issues whether KSTM-TV has the right to be an applicant while it is a grantee. This is in line with one of the alternatives proposed by the U. S. Court of Appeals when it issued a stay order one day before the St. Louis hearing was due to start [B•T, Jan. 18].

The Commission consistently has refused to accept an application for vhf ch. 11 from KSTM-TV while it was the grantee of uhf ch. 36. KSTM-TV offered to relinquish its grant on the uhf channel if it succeeded in winning a grant on the vhf channel. The FCC has held, however, that an existing grantee first must surrender its permit before being allowed to file for another frequency in the same market. KSTM-TV appealed this decision to the court and won a temporary restraining order.

Involved in the St. Louis ch. 11 hearing are St. Louis Amusement Co. (Ambassador Investment, 52%; Fanchon & Marco, 42%); St. Louis Telecast Inc. (60% owned by WEW), 220 Television Inc. (Harold Koplar and William Koplar Shenker) and CBS (KMOX).

Applicants Challenge FCC Hearing Rules

Norfolk competitors contend legal and financial questions should be made part of hearing.

FCC's hearing procedures were directly challenged last week by two applicants in the Norfolk, Va., ch. 10 hearing.

Both Beachview Broadcasting Co. and WAVY Portsmouth, Va., competing for the vhf channel, asked the Commission to order the examiner to permit them to question the legal and financial qualifications of their opponents.

Under the new hearing procedures which went into effect last year, the Commission determines the legal, financial and engineering qualifications of each applicant before designating them for a comparative hearing. Up to now, except for good cause, the Commission has refused to permit such issues to be introduced at the hearing.

Both Beachview (Dudley Cooper, Norfolk real estate and amusement parks operator, principal stockholder) and WAVY claimed that this practice violates their legal rights as applicants. The week also saw these actions:

• Mission Telecasting, 50% owned by KONO San Antonio, charged that the competing KMAC application for vhf ch. 12, filed last month, was not filed in good faith and asked the Commission to dismiss it. A third applicant, KTSA-*San Antonio Express*, dropped out two weeks ago [B•T, Feb. 1].

• Hearst Corp.'s WISN Milwaukee objected to the WCAN-TV Milwaukee declaration that it intends to be a party in the Whitefish Bay vhf ch. 6 proceeding and its request that the WISN application be dismissed [B•T, Jan. 25]. Hearst said WCAN-TV may not intervene without following regular procedures and that it had no standing to intervene anyway. It termed the demand that the Hearst application be dismissed as based on "extra-legal fantasies." WMIL Milwaukee, the second applicant for Whitefish Bay's ch. 6, also opposed the WCAN-TV move.

• Record on Buffalo vhf ch. 2 closed with submission of stipulations by Niagara Frontier concerning what its principals knew of the application filed and later withdrawn by Enterprise Transmission Inc. for the same facility. Broadcast Bureau told the examiner that in view of the Commission ruling that the burden of answering the Commission charge that Enterprise filed to obstruct a grant to Niagara Frontier lay with Niagara Frontier, it had nothing further to offer. Niagara Frontier application is now a merger of several competing ch. 2 applicants.

• Minutes of the Travelers Broadcasting Service Corp. (WTIC) dating back to 1928, were impounded by Examiner Fanney Litvin last week. Case involves competing applications of WTIC and Hartford Telecasting Co. for vhf ch. 3 in Hartford. Books were delivered in response to a subpoena issued at the request of Hartford Telecasting, but were not accepted pending a ruling on a motion to quash the subpoena by WTIC. In the same hearing, the Commission upheld a ruling by the examiner denying Hartford Telecasting plea for postponement of testimony regarding "economic domination" in Hartford until the FCC has ruled on its appeal from a motion denial regarding taking of depositions. Comr. Hennock dissented.

• The Commission designated for March 5 hearing American Television Co. (comprising local businessmen) and George T. Hernreich, seeking vhf ch. 5 in Fort Smith, Ark.; KRAM and Western Television (H. L. Cravens), for vhf ch. 13 in Las Vegas, Nev., and WVLK and WLEX, for uhf ch. 18 in Lexington, Ky.

FCC Authorizes Second Study of Uhf Situation

THE FCC has authorized a second survey of the economics of post-freeze tv stations, both vhf and uhf, it has announced.

Covering the period Aug. 1, 1953, to March 1, 1954, the post-freeze stations which were in operation by Nov. 1, 1953, will be asked to furnish supplemental information with their annual financial reports, due April 1.

First survey, made of post-freeze tv stations on the air from April 1, 1952, to Aug. 1, 1953, indicated that financial success depended on the size of the market and the age of the station [B•T, Jan. 4]. As for uhf, the study showed that where uhf stations are the only outlets in their market and are at least 50 miles from existing vhf service they are doing as well as vhf service in revenue and network programs.

Worth of the first survey as respects uhf was challenged by some broadcasters because it covered only two uhf stations in pre-thaw tv markets. At the time the first report came out, there were 23 uhf stations in pre-thaw markets.

FCC Withdraws Proposal For Applicant Advertisement

PROPOSAL that all applications for new tv stations must be "advertised" in a local newspaper, suggested by the FCC last year [B•T, July 6, 1953], was withdrawn last week.

The Commission said that it had received only three comments, all opposing. These included a referendum of the Federal Communications Bar Assn., which showed 64 members opposing, six favoring and two split. Others were from CBS and Washington attorney Leo Resnick.

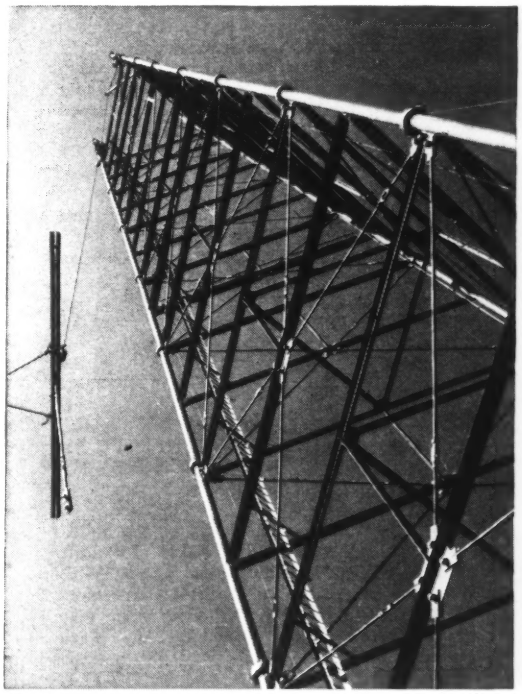
The proposals were advanced to aid the Commission in processing applications, to promote early tv service and to ensure fair treatment to applicants and prospective—all of which have been met in other ways, the Commission intimated.

In addition to the advertising feature, the proposed regulation would have provided for a 30-day cutoff date for competing applications following publication of the notice of the filing of the application.

FCC Comr. John C. Doerfer did not vote.

In its 15th year—
and STILL GROWING!

from
16 KW
832 feet above
average terrain
channel 4
Very
High
Frequency



to
93 KW
1020 feet above
average terrain
channel 6
Very
High
Frequency

On January 4, 1954, WRGB increased its power from 16 KW to 93 KW; its antenna height from 832 feet to 1020 feet above average terrain, and, at the direction of the FCC, switched from channel 4 to channel 6. Now transmitting with the maximum signal permitted by the FCC, WRGB still sells the rich capital district, as it has for more than 14 years, plus Northeastern New York and Western New England. The more powerful signal adds some 10,000 square miles and more than 500,000 people to the old coverage area that previously delivered 301,750 sets.

The General Electric Station
Schenectady, N. Y.

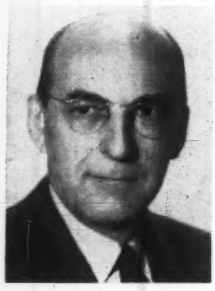
WRGB
CHANNEL 6

Represented Nationally by
NBC Spot Sales

WLS, WENR CHICAGO MERGE—NOW WLS

Former sharetimers organize new corporation, WLS Inc., with 'Prairie Farmer' and AB-PT owning 50% each. Station will be ABC affiliate.

MERGER of Chicago share-time stations WLS and WENR—both of which operate on 890 kc with 50 kw—was announced Friday by James E. Edwards, president of Agricultural Broadcasting Co. (WLS), and Robert E. Kintner, president of ABC (WENR). Merger is subject to FCC approval, regarded as virtually automatic, since no other parties are involved.



MR. EDWARDS

Under the terms of the agreement, a new corporation will be organized as WLS Inc., with *Prairie Farmer* and AB-PT owning 50% each. Present studio facilities of WLS in the *Prairie Farmer* Bldg. will be utilized and the station, with call letters WLS retained, will become affiliated with ABC. Transmitter and transmitter site, which is the same for both stations, will continue to be used.

Board of directors of the new company will be composed of three representing the WLS

MR. HARRE

MR. SNYDER

group and two representing ABC. Officers of the new company are James E. Edwards, WLS, president; Glenn Snyder, WLS, first vice president and general manager; Arthur M. Harre, ABC, second vice president and assistant general manager; George R. Cook, WLS, treasurer, and Mathew Vieracker, ABC, secretary.

Although details of the new corporation's structure were not revealed, it is understood that WLS will occupy a preferred stockholder's position.

WLS is owned by the *Prairie Farmer*, published bi-weekly, and began operating in 1924. WENR started in 1925.

Tv Starter Pace Seems Sluggish So Far in '54

PACE of new tv station debuts is off to a slow start this year—only five outlets have begun regular programming so far. Operating stations now total 359 with about 22 more saying they expect to start operation by the end of February.

Four stations were scheduled to start as follows:

WRDW-TV Augusta, Ga. (ch. 12), CBS; represented by Headley-Reed, Feb. 8.
WARM-TV Scranton, Pa. (ch. 16), represented by George P. Hollingbery, Feb. 9.
WNET (TV) Providence, R. I. (ch. 16), ABC, DuM; represented by Paul H. Raymer, Feb. 5.
WBTM-TV Danville, Va. (ch. 24), represented by George P. Hollingbery, Feb. 8.

Installation of antenna of KBID-TV Fresno is currently underway in preparation for its Feb. 13 starting date, Robert Wesson, station manager, reported. Microwave transmission equipment already is installed on nearby Bear Mountain.

WTRI (TV) Schenectady, N. Y. (ch. 35), is continuing with construction of its 542-foot tower in spite of bad weather. The CBS-TV affiliate plans to begin regular operation Feb. 15.

March 1 has been set as the starting date for WINK (TV) Fort Myers, Fla. (ch. 11), A. J. Bauer, general manager, said.

WSJV (TV) Elkhart, Ind. (ch. 52), plans to begin test patterns late this month and commercial programming in mid-March, according to R. J. Gillespie, station relations director. The station will be affiliated with ABC-TV, NBC-TV and DuMont, serving the St. Joseph Valley.

First vhf station for Bay City-Saginaw, Mich., WNEM-TV (ch. 5), is preparing for a Feb. 15 debut as an NBC-TV and DuMont affiliate. Its 500-foot ower is in place.

The following stations have reported they expect to begin regular operations before the end of February:

KBID-TV Fresno (ch. 53); KBAY-TV San Francisco (ch. 20); KSAN-TV San Francisco (ch. 32); WTOC-TV Savannah, Ga. (ch. 11); WGOV-TV Valdosta, Ga. (ch. 37); WMGT (TV) Adams, Mass. (ch. 74); WNEM-TV Bay City, Mich. (ch. 5); KDRO-TV Sedalia, Mo. (ch. 6); WMUR-TV Manchester, N. H. (ch. 9); WTRI (TV) Schenectady, N. Y. (ch. 35); WMFD-TV Wilmington, N. C. (ch. 6); KCEB (TV) Tulsa, Okla. (ch. 23); WQED (TV) Pittsburgh (ch. 13), educational; KRGV-TV Weslaco, Tex. (ch. 5); WJPB-TV Fairmont, W. Va. (ch. 35); KFBC-TV Cheyenne, Wyo. (ch. 5); WAPA-TV (ch. 4) and WKAQ-TV (ch. 2) San Juan, P. R.

(For details see TELESTATUS page 107.)

Chicago Trib's Paid Listings Profitable

Newspaper took in $100,000 for the radio-tv logs in '53, hopes to double that this year.

PAID listings in radio and television logs brought in $100,000 last year to the *Chicago Tribune* and 1953's total might well be doubled in 1954, if the present pace is maintained, the newspaper reported last Thursday.

The *Tribune* revealed its volume in connection with "recent differences concerning free newspaper publication of radio and television program listings."

The announcement also was interpreted as an indirect reference to practices by some newspapers barring publication of radio-tv logs, save on a totally-paid basis, and the *Tribune's* feeling that the "Chicago Plan" represents a compromise. It was adopted by newspapers there in 1949.

Newspapers in at least two cities—The *Nashville* (Tenn.) *Banner* and *Tennessean* and *Oklahoma City Oklahoman* and *Times*—have discontinued logs except on a paid basis, evoking protests from local radio-tv stations [B•T, Jan. 25, Aug. 31, 1953].

Under the Chicago Plan, "applicable to any large metropolitan area," according to the *Tribune*, "free listings of major programs from Chicago's leading radio and television stations continue, but radio and television sponsor, stations and networks are permitted to direct attention to features of their programs and products in paid additional listings of not less than four lines nor more than 50 lines each." The *Tribune's* WGN-AM-TV claims to have set the lineage pace in this respect.

Arthur B. Olsen, manager of the newspaper's classified advertising department, last week cited the growth of the motion picture directory, as a "possible parallel."

Mr. Olsen said readership studies show that tv log listings have "top readership, challenged only by the weather report on page one." The *Tribune* claims display advertising or paid mentions enable the advertiser to take advantage of this "established following to spotlight his show before an audience already interested in television."

Additional benefits may be derived, according to Mr. Olsen, from displays by additional sponsors, stations and networks in radio logs. In time, he added, makeup and type faces can augur to dramatize radio-tv listings as in motion picture directories and "develop a comparable impression."

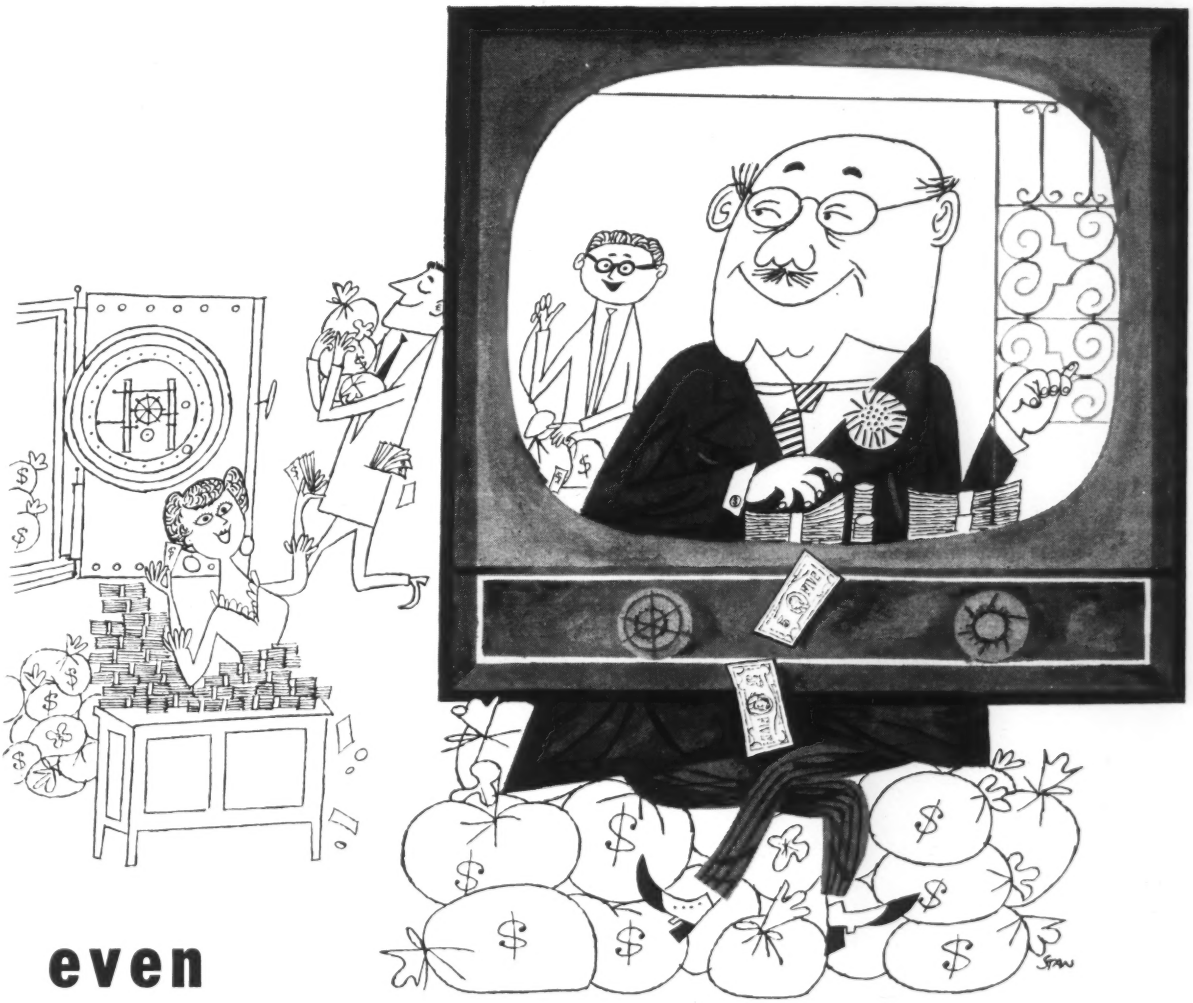
SHOWING blueprints of new radio-tv center for WKNB-AM-TV Hartford, Conn., to David Scott, national tv sales manager, is Mrs. John Lodge, wife of Connecticut's governor. In the front row (l to r) are Richard Swift and George Bolling, both of the Bolling Co., national representative firm for WKNB.

Paid Radio-Tv Logs Tried and Untrue—Weed

ARGUMENTS for paid listings of radio and tv schedules were termed "tried and untrue" by Joseph J. Weed, president of Weed & Co. and of Weed Television Corp., in commenting last week on decisions of newspapers in some cities to discontinue free listings of radio and tv programming.

Mr. Weed acknowledged it was the prerogative of the newspapers to make their own policies, but added that while radio and tv enjoyed "definite advantages" from free listings, the newspapers also benefited in "prestige and revenue." He pointed out that radio and tv are providing "sizable lineage in tune-in display ads," and said that surveys conducted by newspaper publishers have shown that the radio-tv logs are "among the most-read features."

"Radio-tv logs—in terms of public interest—are as much a public service as printing the weather," Mr. Weed declared. "And, in areas



even the thrift peddlers rely on WSM-TV

CHANNEL 4 • NASHVILLE

That's the gist of a message from Thad Crandell, executive vice president of Fidelity Federal Savings and Loan Association of Nashville, who says:

"In the 1½ years we've used WSM-TV our total assets have grown from 13 million to over 20 million dollars. We interview every new customer who opens a savings account, and we've learned that WSM-TV has produced more of our new business than any other advertising medium we've used."

For similar success, why not hook your product to WSM-TV's selling power? See Irving Waugh or any Petry Man for details.

where such listings are not published, the field is opened wide for independent program weeklies which obtain paid circulation and advertising revenue that probably could have gone to the newspapers. There are large cities—New York being an outstanding example—where newspapers are printing more extensive logs and program data than heretofore. The tendency to publish a full week's listings on weekends is growing—and rightly so. The radio-tv pages are still 'alive' long after the other sections of the papers are discarded."

WTTM, Newspaper Start Second Newscast Series

SO SUCCESSFUL has been a morning Monday-Friday newscast by WTTM Trenton, N. J., from the editorial offices of the nearby *Bristol* (Pa.) *Daily Courier* since it began Sept. 21, that the radio station and newspaper have made arrangements for a similar afternoon newscast, also on weekdays.

The afternoon newscast, for which contracts have been signed, began last Monday under sponsorship of Voltz Oil Co., distributor of Calso gasoline, and Norman's Stationery Co., which has stores throughout New Jersey and Pennsylvania. The newscasts supplemented regular newscasts gathered and aired by the station's own local news staff, headed by Arnold Snyder, news director.

WTTM General Manager Fred L. Bernstein described the newscast as "another step forward" for WTTM in its "complete coverage of the 'new' Delaware Valley area."

GENERAL TELERADIO SEEKS WHBQ-AM-TV

NEGOTIATIONS for the sale of WHBQ-AM-TV Memphis for about $2.5 million to General Teleradio Inc. were acknowledged last week by John H. Cleghorn, general manager of the Harding College station.

Details are being worked out, he said, by W. O. Beaman, college business manager, and Tom O'Neil, president of General Teleradio. Terms under consideration, it is understood, are a cash payment of about $600,000 and a 10-year note for the remainder. Broker is Richard C. Crisler, Cincinnati.

WHBQ operates on 560 kc with 5 kw day, 1 kw night, directional. It is affiliated with MBS and is represented by John Blair & Co. It began operating in 1925.

WHBQ-TV began operating on vhf ch. 13 last September. It has an interim affiliation with CBS-TV and is represented by Blair-Tv. It is the second tv station in Memphis; the other is pre-freeze WMCT (TV), owned by the *Memphis Commercial Appeal* and *Press Scimitar* (Scripps-Howard).

General Teleradio, a subsidiary of General Tire & Rubber Co., Akron, Ohio, owns WOR-AM-FM-TV New York, WNAC-AM-TV Boston, WEAN Providence, WONS Hartford and 55% of uhf WGTH-TV Hartford, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, and KGB San Diego. General Teleradio is also majority stockholder in MBS.

Reports that the WHBQ stations were for sale have been current for several months. Dr. George S. Benson, Harding College president, last month announced that a buyer was being sought for the properties [B•T, Jan. 11].

AT SIGNING of contract for second Monday-Friday newscast by WTTM Trenton, N. J., from editorial offices of *Bristol* (Pa.) *Daily Courier* are (l to r): John J. Kling, WTTM account executive; J. M. Townsend, general manager of Voltz Oil Co., co-sponsor; J. Paul Pedigo, *Courier* general manager; David Norman, proprietor, Norman's Stationery Co., co-sponsor, and Fred L. Bernstein, WTTM general manager.

Radio-Tv Aid Seattle Civil Defense Alert

RADIO and television stations cooperated in the success of Seattle's first all-out civil defense test last Friday.

KOMO-TV there aired a special program Wednesday with explanatory interviews with Seattle's Mayor Allan Pomeroy, Civil Defense Director C. F. Greber, Coordinator of Volunteers Paul Revelle and Police Chief H. J. Lawrence. KING-TV's news editor, Charles Herring, and other station personalities carried civil defense information on news programs throughout the week. Both stations scheduled five announcements a day during the week.

At Friday's H-Hour all eight Seattle radio stations broadcast a program piped directly from the Civil Defense control center, using Conelrad lines by permission of the FCC and Air Force. During the 14-minute program (the all-clear sounded after ten minutes), Frank McCrillis, local Civil Defense public relations director, interviewed the Mayor and other public officials, and defense wardens gave on-the-spot reports of cooperation on the streets and in shelters. Civilians who remained in their cars heard the messages and the all-clear announcement on their car radios.

WBZ-TV Slates Color Gear

WBZ-TV Boston, Westinghouse-owned vhf ch. 4 station, will have equipment to telecast color slides and film by June, W. C. Swartley, station manager, announced following a press demonstration of NBC-TV's *Dinah Shore* colorcast. The station will continue broadcasting NBC-TV color broadcasts as they are made available Mr. Swartley said, and will arrange a schedule of viewing for sponsors, agencies and other groups.

KMTV (TV) Local Color in '55

LOCAL color production on KMTV (TV) Omaha will not be attempted until the latter part of 1955, according to Owen Saddler, general manager. The station already is equipped to broadcast network colorcasts, Mr. Saddler said. He also announced the appointment of Eugene Kingman and Kendrick Wilson as color consultants for the station. Mr. Kingman is director of Joslyn Memorial Art Museum. Mr. Wilson is director of the Omaha Community Playhouse.

Special Program Marks WOI-TV Boost to 100 Kw

A SPECIAL program marked the increase in power of WOI-TV Ames, Iowa, to its maximum 100 kw on Jan. 30.

On the special program schedule were James H. Jensen, provost of Iowa State College, licensee; Richard B. Hull, radio-tv director; Dr. George Towne, ISC engineering extension service; Keith Ketcham, WOI-AM-FM-TV chief engineer, and Herb Hake, Iowa State Teachers College radio director and featured personality on several WOI-TV productions.

WCBS-TV Offices Move

OFFICES of CBS-owned WCBS-TV New York were to be moved over the past weekend from CBS headquarters building at 485 Madison Ave. to the sixth floor of the Look Bldg. across the street at 488 Madison. Program department remains in CBS Television Production Center at 524 W. 57th St., but program direction will be located in the Look Bldg. space. Move puts WCBS-TV offices adjacent to those of CBS Television Spot Sales, which were moved to the sixth floor of the Look Bldg. the preceding week. Telephone number remains Plaza 1-2345, and mailing address remains 485 Madison Ave., New York 22.

Even on Tv There's Radio

RADIO went on television in New York last week to promote radio. NBC's WNBC bought 40 minutes on NBC's WNBT (TV) Saturday night to let viewers know what they miss if they don't tune to WNBC. The program, *WNBC Showcase*, was slated from 11:20 p.m. to midnight, and was designed primarily to promote WNBC's daytime programming.

YEAR-END REPORT ON
BELL SYSTEM NETWORK TELEVISION SERVICE

In 1953 the Bell System added some 17,000 channel miles to radio relay and coaxial cable routes for video transmission. About 50,000 channel miles of coast-to-coast and border-to-border network now connects some 240 stations in 150 cities with a potential audience for a single program of 100,000,000 people.

1953 moved ahead with—

—a record number of stations added to the Bell System television network

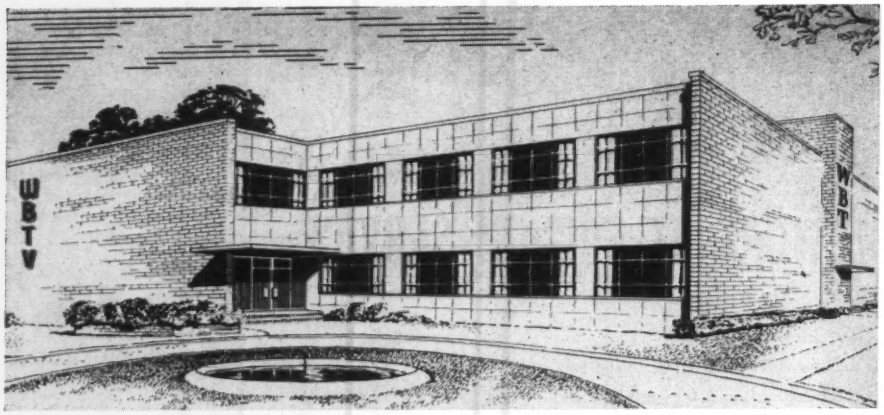
—an international video link with the connection of television facilities extending into Canada

—the first coast-to-coast color television transmission.

More television "firsts" and new developments can be expected in the year to come. The Bell System will continue to keep in step with the industry's requirements for network service.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW



HERE is an architect's drawing of the new million-dollar WBT-WBTV (TV) Charlotte plant, expected to be completed in 10 months.

WTOP in 2954

WTOP Washington, affirming its belief in radio, tape recorded "minute messages to the future" spoken by representatives of local daily newspapers and network radio-tv stations at the Washington Advertising Club-Broadcast House luncheon, commemorating the station's new building. The tape will be sealed in the aluminum Freedom Sphere atop Broadcast House and will be played on WTOP radio 1,000 years hence—wherever you go there's radio.

WBKB (TV) Offers Spots Around 'Breakfast Club'

SPOT availabilities are being offered around for the tv portion of the ABC Don McNeill *Breakfast Club*, which begins simulcast operation Feb. 22, according to WBKB (TV) Chicago, ABC o&o station.

Spots will be offered to advertisers, as on the radio version, at 8 a.m., 8:15, 8:30 and 8:45 a.m., (CST), at a $250 package price covering five 20-second announcements Monday through Friday, or for $120 covering five 10-second announcements. Individual spots are pegged at $50 per 10-seconds.

Thus far, no advertiser on the radio version has exercised its option to pick up part of the tv end of the simulcast. It was reported that Swift & Co., sponsor of the 8:15-45 a.m. segment, has been given an extension of time to indicate its plans and that Philco Corp. will then follow suit with its decision.

KTIP Porterville, Calif., Sold to Ralph Miller

PURCHASE of KTIP Porterville, Calif., by Ralph F. Miller, advertising executive of the *San Francisco Call-Bulletin* for $50,000 from J. F. Tighe, automobile distributor and appliance dealer, subject to FCC approval, was announced last week. Purchase of fixed assets and real estate was negotiated by Blackburn-Hamilton Co., brokers. The 250 kw, ABC affiliate on 1450 kc has been in operation since 1947.

Mr. Miller was at one time national sales manager of KCRA Sacramento and prior to that associated with KVOS Bellingham, Wash.

Jefferson Standard Names Covington, Tredwell, Spicer

J. ROBERT COVINGTON and Kenneth I. Tredwell have been elected vice presidents of the Jefferson Standard Broadcasting Co., Joseph M. Bryan, president of the company which operates WBT WBTV (TV) Charlotte, N. C., has announced. Also promoted was C. Kenneth Spicer as controller and assistant secretary.

MR. SPICER

The appointments were announced at the firm's annual board of directors and stockholders meeting.

Mr. Covington, assistant vice president in charge of sales and promotion, joined WBT in

MR. COVINGTON

MR. TREDWELL

1946 as promotion manager. Mr. Tredwell, assistant vice president in charge of programs and public relations, came to WBT in 1947 as production manager and later became program director.

Mr. Spicer was promoted in 1948, the year he joined WBT, to business manager.

Prize Coffee

CAPITALIZING on the nationwide interest in the high price of coffee, WWDC Washington is using coffee as one of the prizes offered on the Fred Fiske Show, 10-11:30 am.. and 1-4 p.m. daily. Show offers Philco radios as prizes for recognizing tunes played on the show. In the future six pounds of coffee, any brand, will be given away daily as a consolation prize.

WBT-WBTV (TV) Begins Million-Dollar Plant

THE NEW million-dollar home of WBT-WBTV (TV) Charlotte, for which ground was broken Jan. 25, is expected to be complete in 10 months, according to Joseph M. Bryan, president of the Jefferson Standard Broadcasting Co.

Mr. Bryan said the two-story brick, concrete and steel structure to be built in suburban Charlotte will be the first tv plant in the nation designed especially to accommodate color telecasts. Occupying a six-acre tract, the building will contain 47,000 square feet of floor space with room for expansion.

The building will contain two tv studios 40 by 40 and 40 by 60 feet, each with a 27-foot ceiling to accommodate lighting and scenery, with an adjacent storage area the size of both studios. There will be three radio studios. The basement will contain storage space, photographic darkrooms and a lounge and cafeteria, adjoining an outside terrace. Parking space will accommodate 100 cars.

Thomas E. Howard, the firm's director of engineering, helped design the floor plan and interior.

KMPT (TV) Makes Changes; Farha Named New Manager

FRED M. FARHA, commercial manager of KMPT (TV) Oklahoma City, has been appointed general manager of the station, succeeding Byrne Ross, who has resigned as president and general manager. A successor to the presidency vacated by Mr. Ross has not been named.

The board of directors of KLPR Television Inc., licensee of KMPT, along with Mr. Ross' resignation also accepted that of Monty Wells, assistant general manager, at a meeting Jan. 25. Mr. Wells' successor has not been named.

The change in management of the Oklahoma City ch. 19 outlet also brought a change in station policy. The station, which formerly would not accept beer or tobacco advertising, now accepts both. Also announced was KMPT's basic affiliation with DuMont Tv Network.

WBZ-WBZA Name Richards

C. LUD RICHARDS has been named sales service manager for WBZ Boston-WBZA Springfield, it was announced last week by Paul E. Mills, manager of the two Westinghouse Broadcasting Co. stations. Mr. Richards formerly was sales promotion manager with WBCC Bethesda, Md., and sales manager for WGMS Washington. He assumes his new post March 1.

MR. RICHARDS

WHLI Business Rise

WHLI Hempstead, L. I., enjoyed the biggest three-month sales period in its history during the last quarter of 1953, president and general manager Paul Godofsky reported last week. He said national spot business on the station was up 42% during 1953, and estimated that overall billings for January ran 18% above those for the first month of 1953.

WITV (TV) Names Butcher as Head

BLAYNE BUTCHER, a veteran of three decades of experience in the broadcasting field, has been appointed general manager of WITV (TV) Ft. Lauderdale (Miami), on ch. 17.

MR. BUTCHER

Mr. Butcher, who assumes the post immediately, has been serving as consultant for three tv station applicants in the East and the South. Before that he was business director-consultant to a Pennsylvania tv station and earlier served in top capacities with radio and tv stations on both coasts.

According to the announcement of his appointment, Mr. Butcher will have a leading role in WITV's plans, in progress since the ABC and DuMont affiliate went on the air last Thanksgiving Day as Florida's "most powerful" tv station.

The station expects to originate network shows the year around from its outdoor tv settings, which include a regulation football and baseball layout, an "Olympic-size" swimming pool and a "complete Wild West village."

Mr. Butcher's experience includes several years of agency assignments, including responsibilities for such shows as *Walter Winchell, Suspense* and other productions.

WBKB (TV) Expands Operation

WBKB (TV) Chicago will expand its program lineup and hours of operation starting today (Monday) with the addition of six new video shows, it was announced last Monday by Sterling C. Quinlan, vice president in charge of the ABC o&o outlet. The station will move its sign-on time from 9 a.m. to 7 a.m.

WOWO Goes to 50 Kw; Completes Pre-War Plan

WOWO Fort Wayne, Ind., increased its power from 10 to 50 kw last Monday in ceremonies attended by Westinghouse Broadcasting Co. executives and representatives of the advertising industry. The dedication culminated a project undertaken in 1939 but held up by the war and regulatory problems.

As the 67th 50 kw aural broadcast station, WOWO and Westinghouse showed their faith in the future of the medium, it was explained at the inaugural broadcast and supper held in the Chamber of Commerce Bldg., Fort Wayne.

Chris J. Witting, WBC president, participated via tape recording. Other WBC participants included Joseph E. Baudino, WBC vice president and general manager; Carl W. Vandagrift, WOWO manager; Bruce Ratts, WOWO chief engineer; John F. Hardesty, WBC eastern sales coordinator, and David Partridge, WBC sales promotion and advertising manager, as well as representatives of Free & Peters, representing WBC radio and tv stations.

O. B. Capelle, Miles Labs advertising manager, took part, the firm having been on the station continuously since 1931. Other advertiser representatives came from Kroger Co., Perfection Biscuit Co. and Rowland's Furni-

Take a few Notes Mr. Timebuyer:

WSLS-TV IS POWERFUL
296,000 WATTS
ANTENNA HEIGHT — 4,007 feet above sea-level

WSLS-TV HAS COVERAGE
63 COUNTIES
IN VIRGINIA - WEST VIRGINIA - NORTH CAROLINA

WSLS-TV HAS VIEWERS
POPULATION—2,312,240
FAMILIES—538,480
TELEVISION SETS—223,945

MONEY?
$1,677,221,000
CONSUMER SPENDABLE INCOME 1953*

Interconnected with ABC-NBC Television

*Source: SRDS Consumer Markets 1954

NBC

WSLS-TV CHANNEL 10
ROANOKE, VIRGINIA
SHENANDOAH LIFE STATIONS, INC.
WSLS—AM—FM—TV
REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

BOOST TO 50 KW was celebrated last Monday by WOWO Fort Wayne. Among those around ice-moulded call letters were (l to r) Carl Vandagrift, WOWO manager; J. Elvin Becker, first manager of station, 1925-36; Helen Foellinger, publisher of "Fort Wayne News" (WGL), and Joseph E. Baudino, Westinghouse Broadcasting Co. executive vice president and general manager.

ture Store, all of which have been on WOWO continuously since Westinghouse bought the station in 1936.

In his inaugural address Mr. Vandagrift said the fulltime job facing the entire WOWO staff is to develop acceptance for the station among 1,700,000 potential new listeners and then convert people and service into buyers of advertisers' products. He estimated the coverage has been doubled by the increase from 10 to 50 kw.

The project represents an investment of $250,000. The Westinghouse 50HG-2 transmitter is located 11 miles southwest of Fort Wayne on U. S. Route 24. Three 415-foot towers provide a signal that becomes directional at night, protecting KEX Portland, Ore., WBC station, and a Mexican outlet.

WLIB Sets $100,000 In Expansion Plans

PLANS for expansion of station facilities, program department and sales department at WLIB New York at a cost estimated at $100,000 were announced last week by Harry Novik, general manager. He said the principal expense to be incurred is the cost of a new $75,000 transmitter.

The transmitter, nearing completion, is located in the heart of New York in the East River opposite 86th St. Mr. Novik said that the new transmitter will improve WLIB's clarity and reception in the New York area by 50%. He added that the transmitter will be dedicated formally on Feb. 22 at ceremonies at Gracie Mansion, where Mayor Robert F. Wagner of New York resides, and at the Hotel Theresa in Harlem where WLIB maintains its Harlem radio center.

In line with its expansion program, WLIB recently announced the addition of three staff members to fill key posts in the station's revamped operations. They are G. James Fleming, previously executive editor of the New York *Amsterdam News,* who has been appointed WLIB director of community news and special events; George A. Bernstein, formerly general manager of WOL Washingtin, who has been named sales manager and Hal Jackson, who will take over as broadcaster for the 11 a.m.-12 noon and 5:30-6:15 p.m. EST, Negro periods.

WABC-TV Puts $300,000 Into Promotional Drive

IN a move designed to focus public attention on its increased programming, new talent and improved technical facilities, ABC-TV's WABC-TV New York last Monday launched a $300,000, five-week promotion campaign [B•T, Jan. 25].

The high point of the campaign, according to John H. Mitchell, vice president and general manager of the station, is a giant "Lucky 7" contest aimed at impressing viewers with the station's channel number. The contest consists of cash awards ranging from $10 to $10,000.

Other features of the station's promotional effort will be a $50,000 advertising campaign in Greater New York newspapers; an additional $35,000 earmarked for exploitation; $50,000 in airtime devoted to special daily "Lucky 7" telecasts, and $90,000 for special studio facilities, added personnel for the contest staff, talent and miscellaneous expenditures.

Norman, KNBH (TV), Resigns

DON NORMAN, general manager, KNBH (TV) Hollywood, NBC-TV o&o station, resigned last week to become managing director of Television California, applicant for vhf Ch. 2, San Francisco-Oakland.

Joining NBC New York 10 years ago as account executive, he came to Hollywood in mid-1950 as KNBH sales manager, when Tom McFadden, station manager, was shifted to New York to head the network's tv spot sales division. About 18 months ago, Mr. Norman took over KNBH managerial duties. His successor was to be announced Friday [see AT DEADLINE].

KNX Raises Rates 10-15%

KNX Hollywood, CBS o&o station, has announced its first rate raise in seven years. Rate card No. 13 provides between 10% to 15% increase, depending on length and frequency of commercials, according to Bert S. West, director of West Coast sales, CBS Radio.

Baby Sitter WNEW

WNEW New York is turning baby sitter with a new quarter-hour program for parents awakened for the 2 a.m. bottle feeding of their infants.

Starting tonight (Monday) Art Ford's all-night *Milkman's Matinee* will devote a special quarter-hour segment (2-2:15 a.m.) to baby-care tips prepared in cooperation with *Parents Magazine.*

To date WNEW has signed four standard advertisers: Clapp's Baby Foods, Mennen Baby Products, Borden Products, and Q-Tips, as well as three other highly specialized parent appeal products —Lullaby-Lite, an infant's musical night light; Electronic Baby Sitter, a radio speaker which airs sounds from baby through any home radio, and Continental Insurance Co.—to participate on the program.

Albert Beck Dies

ALBERT L. BECK Jr., 32, WOWO Fort Wayne, Ind., salesman, was fatally injured early Tuesday when the auto in which he was riding went out of control. Mr. Beck died at 4:32 a.m., an hour after the accident, from a skull fracture and cerebral hemorrhage. He was a passenger in a car which police said was driven by Raymond J. Krogh, WOWO production manager, who was held under $2,000 bond on a reckless driving charge. The right side of the Krogh car was sheared off as the vehicle sideswiped two trees.

NAMED "colonel of the year" in radio and tv, respectively, by Free & Peters are (above) John A. Thompson (r) of F&P's New York office, being congratulated by H. Preston Peters, president, and (below) William Tynan (l) of the Chicago office, receiving his certificate from John Cory, vice president and Midwest manager. The awards were made for "outstanding professional growth and performance" [B•T, Feb. 1].

AFM STRIKE THREAT GROWS GREATER

Local 802 — in New York where majority of network shows originate — is said to have Petrillo assurances that he will not intercede with local as he did in similar situation three years ago.

RADIO and television networks last week were haunted by an old refrain that plagued them three years ago—threat of a strike by the powerful New York Local 802 of the American Federation of Musicians (AFL).

At a special meeting in New York Wednesday night, Al Manuti, president of Local 802, was authorized by the membership to call a strike, if he deemed it necessary. Mr. Manuti was voted this authority by unanimous agreement of more than 700 musicians in attendance after he had presented a report on progress of the month-long negotiations with representatives of the radio and tv networks.

A network source minimized the significance of the strike authorization, indicating it was a bargaining-point maneuver, and said he felt there was no immediate prospect of strike action. Pointing out that another meeting with Local 802 was scheduled for last Friday afternoon and another session with AFM President James C. Petrillo in attendance was planned for today (Monday), he said discussions at these conferences might change the entire character of union strategy. But a union official contended that the local would not back down on a demand for "live" musicians on all live shows, which the networks have repudiated sharply, and that 802 has Mr. Petrillo's assurance that he will not bring pressure on the local, as he has done in the past, if leaders are certain of the soundness of their position.

Effects Would Be Widespread

The widespread repercussions of such a strike, if called, is underlined by the preeminence of New York in network origination of programs using music. It was estimated that about 60% of such programs emanate from New York, though neither union nor network sources could confirm this figure. Various reference sources consulted by B•T indicate that New York accounts for 60%; Hollywood, 15%; Chicago, 10%, and other cities, 15%.

Mr. Manuti, according to a union official, was provided the right to call a strike Feb. 15 when the currently extended contract expires, after he had told membership that the union and the networks were "far apart" on provisions for a new pact. The main area of disagreement is said to center around Local 802's "live" musicians demands, but there are said to be subsidiary considerations to be ironed out.

A source close to Local 802 told B•T Thursday that the New York musicians are prepared to call a strike if this condition is not met and that opinion within the union is that the networks will not accede to this demand. He pointed out that history is repeating itself insofar as Local 802 three years ago threatened to strike before the 1951 contract was completed, but held off at the insistence of Mr. Petrillo, who finally assisted in the formulation of an agreement.

But the parallel with 1951 does not continue, the source asserted, because President Petrillo

Again and again WBNS-TV's Aunt Fran and Her Playmates set sales records with varied product promotions. The Striet-mann-Felber Biscuit Co. recently reported a "quick turnover and fast sell out" of their Jumbo Size Circus Animal Cookies promoted on Aunt Fran.

This WBNS-TV popular, locally produced children's program appears each week day at 4 P.M.

All of this show's commercial successes reflect children's vast sales influence in the home. This is further proven by the fact that Aunt Fran has maintained a high "top ten" rating for the past year (Telepulse 1953-54), and an established reputation as one of Central Ohio's most powerful sales builders.

You can cash in on Aunt Fran's winning way with children by offering your products to her audiences who hold complete confidence in her recommendations.

For peak sales results, use WBNS-TV, the nation's leading test market station.

WBNS-TV
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*
REPRESENTED BY BLAIR TV

has indicated he will rely heavily on the judgment of his local negotiators. One instance of this change of policy by Mr. Petrillo is said to have occurred last fall when he refused to intervene in negotiations with the Metropolitan Opera Assn., contending this was the province of Local 802.

Seemingly more germane to the network contract issue is the report that Mr. Petrillo has expressed regrets that he did not drive "a harder bargain" with the networks three years ago.

At the first session the union laid down demands for a 15% wage increase, an approximately 24% rise in the number of staff musicians, and expansion of employment opportunities by using "live" musicians on all live programs. The networks are reported amenable to the wage condition, but vigorously opposed to the two other proposals.

According to a union source, Local 802 leaders have become incensed at the networks' demand for the right to record all cues, bridges and mood music and for a continuation of the present unrestricted use of recorded music.

In addition to conferences with Local 802, network representatives have been meeting with John Tegroen, president of Los Angeles Local 47.

Mr. Tegroen is said to be pressing for a 25% increase in salaries for musicians under his jurisdiction. Mr. Petrillo, who attended the first meeting as president of AFM as well as president of Chicago Local 208, has been in Miami for several weeks on other union business. He is expected to return to New York today.

Network representatives at the meeting have included John M. Clifford, vice president in charge of personnel, and Charles Moos of the legal department, NBC; Mortimer Weinbach, director of labor relations, and Omar Elder, attorney and assistant secretary, ABC; James E. Wallen, administrative vice president in charge of finance, MBS, and William Fitts, director of labor relations, CBS.

NEW YORK WELFARE HEAD CHARGES 'STRIKE IT RICH' SHOW SOLICITS FUNDS

City's Commissioner, Henry McCarthy, says radio-tv program sponsored by Colgate-Palmolive on CBS-TV and NBC Radio, is acting as 'welfare' agency and is drawing charity cases to New York. Walt Framer Productions owner denies solicitation charge.

A CRACK-DOWN on giveaway programs, already under FCC fire, was undertaken last week by the New York City Welfare Dept., when its commissioner ruled a program he considered "a national disgrace" needed a license from his office to continue operating.

He implied he didn't think it deserved one. But, it's reported that he will notify the producer today (Monday) that such a license is mandatory.

Target of Welfare Commissioner Henry L. McCarthy's opening attack was the radio-tv veteran, *Strike It Rich*, which Colgate-Palmolive Co. sponsors on CBS-TV (Mon.-Fri., 11:30 a.m. to noon, and Wed., 9-9:30 p.m.) and, using a tape from the tv show, on NBC Radio (Mon.-Fri., 11-11:30 a.m.).

Mr. McCarthy and his legal adviser, Philip Sokol, held that *Strike It Rich* makes a public solicitation for money to help those who appear on the program, is a "welfare agency" and needs a license for solicitations. They implied that other programs with similar formats fall into the same legal category.

Walt Framer of Walt Framer Productions, owner and producer of the program, denied *Strike It Rich* had ever solicited funds; said prize monies given for correct answers are paid by the sponsor, and denied that the law on which Mr. McCarthy based his ruling applied to the radio-tv show. Neither the networks, the sponsor, nor the agency, William Esty & Co., had any official comment on the ruling.

There is no charge for a license, but one may be refused after an investigation, in which case the program can take the issue to court. If the commissioner sticks to his ruling and the program operates without a license, the city may take the case to court. In line with Mr. Framer's contention that the law does not apply to *Strike It Rich*, a spokesman for the program said that if the law is changed to make it applicable, then the program will comply with the law.

The commissioner, in a letter to Mr. Framer last Tuesday, said, "I urge you to consider seriously the propriety of attempting to continue to operate a radio and television program as a private welfare agency in the absence of legal sanction and the necessary equipment and qualifications for such work." He said it was "mere quibbling" for Mr. Framer to contend there had been no "solicitation" on the program.

Mr. McCarthy was quoted as telling newsmen that "programs like this are a national disgrace. They create the impression that destitute people in the U. S. have no place to go, and this in the face of the most comprehensive Community Chest and public and private welfare organizations in the world.

"Every time these poor souls have to expose their souls in public we are playing into the hands of the Communists. It is a return to the tin cup begging idea of charity."

'Easy Money' Brings Them

Mr. McCarthy contended 55 families had come to New York in search of "easy money" on *Strike It Rich* and had ended up on relief. His legal adviser said the program thus caused a "drain on the city."

This and not the solicitation-of-funds issue, according to a spokesman for the Framer organization, was the complaint made by Mr. McCarthy in a conference with Mr. Framer about two months ago. At that time, the spokesman said, solicitation was not mentioned.

Rather, he reported, Mr. McCarthy insisted that no people who are on or eligible for relief be used as contestants on the program—and, the spokesman added, the commissioner also wanted to pass on the contestants in advance.

Mr. Framer was reported to have refused the latter request but offered to submit the names of New York contestants in advance. This arrangement was said to have been followed until, a fortnight ago, a pastor appeared with a contestant who was found afterward to be eligible for relief. This irked the commissioner, the Framer spokesman said.

The Framer organization said Mr. McCarthy wrote on Jan. 26, referring to the program's "Heart Fund"—contributions received from viewers and listeners for distribution among participants on the show—that "one unverified rumor that has come to my attention has it that the "Heart Fund" has collected approximately one million dollars from its 20 million listeners and viewers. The recent investigation of 'charity rackets' conducted by New York State Senator Tompkins has highlighted the

GATES
● Control functions separate from metering
● Rack cabinets standard equipment
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THE Complete
REMOTE CONTROL SYSTEM
FOR UNATTENDED OPERATION
● Delivery excellent
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Branches in New York, Washington, Atlanta, Houston and Los Angeles. Field sales engineers everywhere.
GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS - - - U.S.A.

need for strict accounting for all funds collected by any organization for charitable purposes. . . .

". . . As I understand it, the 'Heart Fund' is composed of monies collected from the public for disposition at the discretion of the officials of the program.

"This office is interested in the authorization under which these funds are solicited and collected, who is responsible for their allocation and whether any accounting is made of disbursements from the 'Heart Fund' for charitable purposes or expenses and to whom such accounting is made.

"Receipt of this information will enable us to determine whether this department has responsibility in the matter or whether some other official agency or investigating committee should take cognizance of it."

In response Mr. Framer wrote the commissioner last Monday that the welfare head had been "seriously misinformed concerning the operation of the Heart Fund," which he said in 1951-52-53 received a total of $42,209.63 and as of Dec. 31, 1953, had a balance of $1,281.83 in undistributed donations.

Mr. Framer explained that the "Heart Fund" began April 1951 because of spontaneous reaction from program listeners and viewers. He said there had been no solicitation nor collection of funds and that donors had given specific directions for disposition of monies. A special bank account, separate from the program operation, has been set up, he said, and no part of the monies is used for expenses.

Mr. Framer said "complete and accurate records" are kept of all receipts and disbursements and monthly audited reports are sent to the sponsor and to its advertising agency. These records, he said, were available for inspection.

He added that it must be clear to Mr. McCarthy that the "unverified rumor" the commissioner had mentioned "is completely without basis and has only tended to mislead you and others. It is indeed unfortunate that rumors of this nature occur."

McCarthy Reply

To this Mr. McCarthy replied on Feb. 2 that "I am glad to have your statement." He continued: "While you appear to have taken certain steps to safeguard the integrity of these funds, these measures are far from adequate and do not provide the protection to the public which is expected from organizations which raise funds for charitable purposes." Commissioner McCarthy said, "There are two basic reasons for this," and listed them as:

1. ". . . Your program cannot and does not properly investigate the validity of the representations made by the participants on the show. The inducement to the public is, therefore, apt to be false and misleading and their contributions obtained under false pretenses. An example of this is the incident reported in the press last week of the individual who appeared on *Strike It Rich*, received about $165 and while on the program was identified and later arrested as a fugitive from justice."

2. "The basis for the distribution where no beneficiary is named and which you state is the 'sound discretion of the program producers' is, in fact, wholly unsound. The producers of *Strike It Rich* are not persons who have been chosen for their positions in the broadcasting field on the basis of their qualifications as welfare specialists. . . . The responsibility of receiving and disposing of trust funds intended for destitute persons should not be discharged

FOLLOW THE LEADERS!

These leading advertisers and their agencies -- have nailed down valuable franchises

American Tobacco	BBD&O
Revlon	Weintraub
Brown & Williamson	Ted Bates
Bulova	Biow
Buick	Kudner
Weidemann Brewing	Tatham-Laird
Duquesne	Walker-Downing
Streitmann-Felber	Harry M. Miller
Chevrolet	Campbell-Ewald
Reynolds Tobacco	Wm. Esty
General Foods	Young & Rubicam
P. Lorillard	Lennen & Newell
Gillette	Maxon
RCA	J. Walter Thompson
General Electric	Young & Rubicam
Procter & Gamble	Benton & Bowles
Colgate	Ted Bates
Red Top	Cecil & Presby
Speidel	SSC&B

This means when you use WTRF-TV you start with a VHF market of over A MILLION AND A HALF BUYERS in 26 rich counties of West Virginia, Ohio and Pennsylvania. So follow the leaders now while choice availabilities are open.

PRIMARY NBC AND SECONDARY ABC (INTERCONNECTED)

WTRF-TV WHEELING CHANNEL 7

Wheeling, W. Va.
Steubenville, Ohio
Weirton, West Va.
Bellaire, Ohio
Martins Ferry, Ohio

Ask Hollingbery for availabilities today.

Serving the industrial centers of the Upper Ohio Valley.

PHONE WHEELING 1177

ROBERT W. FERGUSON, VP & GM — Represented by HOLLINGBERY

by mere whim parading under the guise of 'discretion.' . . ."

The commissioner maintained that "it is apparent that the *Strike It Rich* program has assumed the character of a welfare agency and has projected itself into an area reserved for legally authorized and duly accredited and equipped private and public agencies in the field of philanthropy." He added that he would be glad to accept Mr. Framer's offer to make the Heart Fund books available for inspection.

In the statement he released subsequently to newsmen, Mr. Framer summarized his position as detailed in his letter to Mr. McCarthy, and added: "We can only register surprise that we are being subjected to an attack for helping people who are deserving."

Murphy Letter

Coincidentaly, his office released a copy of a letter received last month from another executive of the welfare department—John J. Murphy, executive director of Children's Center—expressing appreciation to Mr. Framer for "your part in helping us to achieve for the children the happiest possible occasion" last Christmas. "Without exception, the children were surprised and thrilled by the marvelous gifts from Santa Claus," the letter said. "You can be truly gratified by the reflected radiance of the boys and girls whose Day and Season was made perfect by your generosity."

NBC RADIO AFFILIATES UNIT APPROVES EASED 'CONTIGUOUS RATE' STRUCTURE

Proposal is designed to put NBC Radio on better competitive footing with CBS Radio. The plan will be submitted for affiliates' vote.

RELAXATION of the "contiguous rate" structure of NBC Radio, calculated to bring it more nearly into line with that of CBS Radio, was approved last week by the NBC Radio Affiliates subcommittee for immediate submission to all affiliates of that network.

NBC officials sent out telegrams Thursday advising stations of the move and asking them to sign affiliation contract amendments incorporating the changes, which the network hopes to put into effect March 1.

The proposal encompasses these two changes:

(1) Cut from five to two the number of days on which an advertiser must sponsor a quarter-hour (or longer) time period in order to be eligible for the contiguous rate for an additional, equivalent period at night. For example, under the new plan an advertiser with two daytime quarter-hours could buy another quarter-hour on one of those evenings and, for the two quarter-hours falling in the same day, get the half-hour rate (60% of the hourly rate) rather than pay for each at the quarter-hour rate (40% of the hourly rate, or 80% for the two periods).

(2) Any advertiser sponsoring at least a quarter-hour daytime can purchase an equivalent amount of evening time (on any evening) and, for the evening period, pay at "fractional" or "clock hour" rates. This means, for example, that a sponsor of a daytime quarter-hour may add an evening quarter-hour and, for the evening period, pay at 25% of the hourly rate. For his daytime quarter-hour the regular 40% of the hourly rate will prevail.

The latter plan is substantially the same as that in effect at CBS Radio, except that spokesmen for the latter network said in its case the evening time period must fall on the same day as the daytime period in order to be eligible for the lower rate.

The NBC Radio changes were approved by the affiliates subcommittee headed by Robert D. Swezey, WDSU New Orleans, in an all-day session with network officials in New York Tuesday. Subcommitteemen took the position that the revisions were necessary to put NBC Radio on a more even competitive footing with CBS Radio.

The contiguous rates were described as the principal subject covered at the session, although affiliates said network officials again made clear their intentions of strengthening the radio operation in every way they could.

New Program Broached

The possibility of launching a new program with a new sales format—somewhat like the participation sales plans employed on NBC-TV's *Today* program and NBC Radio's two-hour *Weekend* series, for example—was broached by network officials, but discussion for the most part was left for a subsequent affiliates-network session, participants reported.

The next meeting between the subcommittee and NBC officialdom was set for Feb. 23 in New York.

All subcommittee members were present except Paul W. Morency, WTIC Hartford, and Richard Mason, WPTF Raleigh. Those on hand, in addition to Chairman Swezey, were Vice Chairman E. R. Vadeboncoeur, WSYR Syracuse; Secretary-Treasurer Harold Essex, WSJS Winston-Salem; Milton Greenebaum, WSAM Saginaw, Mich.; George Norton, WAVE Louisville; Clair McCollough, Steinman stations, and Robert Hanna, WGY Schenectady.

The network delegation included President Sylvester L. (Pat) Weaver Jr.; Executive Vice President Robert W. Sarnoff; Finance and Services Vice President Joseph V. Heffernan; Station Relations Vice President Harry Bannister, and Station Relations Manager Tom Knode.

CKLW
MUTUAL
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA
Adam J. Young Jr., Inc.
National Representative
J. E. Campeau, President
Guardian Building • Detroit 26
HERE'S HOW . . . to sell more listeners per dollar invested than with any other major station in the Detroit area . . . use CKLW . . . the station with lower rates which produces low-cost results for your advertising dollar!
CKLW covers a 15,000,000 population area in five important states!
SOON* CKLW-TV Channel 9
50,000 WATTS
800 KC.

DBS Begins Service To Southeast Fms

SOME 30 fm outlets in four southeastern states last Monday began receiving four and a half hours of programming five days a week from the Dixie Broadcasting Service, a new network made up of small, rural fm stations, according to Otis Parker, DBS vice president in charge of station relations and sales.

Mr. Parker, who also is president of Southern Radio Representatives, Atlanta, represents the stations in Georgia, Alabama, South Carolina and Tennessee.

DBS programs are originated on WGST-FM Atlanta, with feed by fm and fm relay. Other DBS officers are J. E. Patrick, president-general manager, and Zenas Sears and William Lowry, administrative vice presidents. Offices

are at 617 One Peachtree Bldg., Atlanta, with telephone Cypress 0053.

Mr. Parker said programming will feature the "three Rs—rural, race and religion," aimed at the small station market in the South and Southeast. Among talent will be news analyses by Robert Vogeler, American formerly a prisoner of the Communist. All stations reported "fine reception" of a test broadcast Jan. 25 and are "elated over the setup," he said.

DBS service is free to SRR member stations. There will be no option time and shows may be sold locally or if sold regionally or nationally, the station airing the show will receive its local net rate, he said.

MUTUAL President Thomas F. O'Neil (r) is made an honorary colonel of the State of Kentucky by the governor's proclamation presented here by Hugh Potter, general manager of WOMI Owensboro, Ky., and member of the Mutual Affiliates Advisory Committee. All MBS vice presidents were presented a key "to the old Kentucky home."

AT&T Plans Radio Relays

APPLICATION to construct a radio relay system from Amarillo, Tex., to Albuquerque that would initially provide two westbound video channels between these cities, starting late in the summer, was filed last week with the FCC by AT&T's long lines dept. With the eventual goal of a "supercommunications highway" from Amarillo to Los Angeles, the phone company plans call for a second section—an eastbound channel from Los Angeles to a point near Baker, Calif., providing network tv service to Las Vegas, Nev., to be constructed following completion of the first link. Final section between Baker and Albuquerque will be built at some later date.

AT&T Links Another Four

FOUR more tv stations were connected to the Bell System's intercity network of tv transmission facilities Monday: WCSC-TV Charleston, S. C.; KOMU-TV Columbia, Mo.; KWFT-TV and KFDX-TV Wichita Falls, Tex. Total of 268 stations in 167 cities are now interconnected, AT&T said.

Folts Joins ABC Radio

HARRY FOLTS, for the past two years manager of WINS New York, joins ABC Radio as an account executive. He previously was assistant general sales manager of WLW Cincinnati.

4 DTN Contracts Extended

EXTENSION of contracts by four advertisers of programs over DuMont Television Network was announced last fortnight by Gerry Martin, director of network sales. Heading the list was Helene Curtis Industries Inc., through Ruthrauff & Ryan, which lengthened its sponsorship of *Down You Go* (Fri., 10:30-11 p.m., EST) through Jan. 23, 1955, and also stepped up its sponsorship of the show from alternate week to a weekly basis.

Other advertisers which extended contracts were Larus & Bro. Co., Richmond, through Warwick & Legler, and Carter Products Inc., New York, through Ted Bates & Co., for co-sponsorship through March 28, of *The Plainclothes Man* (Sun., 9:30-10 p.m. EST), and River Brand Rice, New York, through Donahue & Coe, for sponsorship, through April 14, of Wednesday, 3:30-3:40 p.m. portion of *Paul Dixon Show* (Mon.-Fri., 3:30-4 p.m. EST).

Four Sign for 'Today'

SIGNING of four new clients for participations in NBC-TV's *Today* (Mon.-Fri. 7-9 a.m. EST and CST) was announced last week: Mutual Benefit Health & Accident Assn. of Omaha, 39 from Jan. 25 to April 23, through Bozell & Jacobs, Omaha; Bissell Carpet Sweeper Co., Grand Rapids, 11 from April 5 to May 27, through N. W. Ayer & Son, N. Y., C. F. Church Mfg. Co. Holyoke, Mass., four from March 1-26, and Brown & Haley Candy Co., Tacoma, Wash., one on Feb. 9.

HERE COMES THE BONUS!

(WICHITA AND MORE)

Windy, the bright spirit of TV in Central Kansas, is rushing in with your **KTVH BONUS**... that's yours for the asking! That is... asking for time on the one TV station that not only blankets the important Wichita-Hutchinson market but gives you a vast, exclusive Central Kansas ***BONUS*** coverage... ***BONUS*** sales... ***BONUS*** profits! KTVH business offices in Wichita and Hutchinson; studios in Hutchinson; Howard Peterson, General Manager.

KTVH

HUTCHINSON - WICHITA

CBS BASIC—DU MONT—ABC

REPRESENTED BY H-R TELEVISION, INC.

COVERS CENTRAL KANSAS

ABC MEETS WITH AFFILIATES IN CHICAGO; OUTLINES SPLIT SPONSORSHIP, TV PLANS

Indications are that a majority of ABC's radio affiliates will go along with its controversial split sponsorship plan. More than 125 radio-tv affiliates hear the network's promotion and programming ideas.

ABC's radio-tv programming and promotion plans, including its controversial split sponsorship radio format, were aired last week before more than 125 affiliates at Chicago's Drake Hotel at the third in a series of regional closed sessions.

The sessions were described generally as harmonious, and while some affiliates voiced concern with the split sponsorship plan, the majority indicated they would go along with it.

ABC outlined its plans, as at the recent Los Angeles and New York sessions [B•T, Feb. 1, Jan. 18], as a "reasonable" solution to the competitive radio picture involving NBC and CBS and despite a protest from Station Representatives Assn. that they in effect constitute a "rate cut."

Robert Kintner, ABC president, expressed gratification with the three sessions held thus far. He claimed "heavy approval" of the split sponsorship plan and enthusiasm for ABC-TV's fall tv prospects. Discussion of the rate plan and the tv network's outlook in terms of talent highlighted the Chicago sessions.

Reporting on the ABC meetings covering talks to some 108 tv and 370 radio affiliates, Mr. Kintner noted "enthusiasm" for ABC's radio-tv plans.

Among new ABC-TV fall prospects are Sammy Davis Jr. and Joel Gray, personality finds. ABC-TV is trying to develop fresh tv talent, Mr. Kintner explained.

He reaffirmed ABC faith in radio's future and asserted, "We haven't been programming for radio homes only but also for tv homes." ABC, he added, won't abdicate tv cities and advocates "easy or individual listening where people are doing other things."

ABC, Mr. Kintner said, is "trying to get 20 or 30" of its own "key packages" for fall. He felt the days of expensive nighttime radio shows (viz., $30,000) are numbered because they can't compete for the audience. For nighttime radio, the solution is "the development of personalities." Mr. Kintner said ABC hopes to have "commercial sales" for the tv part of ABC's simulcast *Breakfast Club* before it opens.

Robert Weitman, ABC vice president in charge of programming and talent, described plans for a weekly motion picture industry tv network program under an agreement evolved by ABC-TV and the Motion Picture Producers of America [B•T, Feb 1].

ABC President Robert Kintner (c) held court for broadcasters from three ABC affiliates at a pre-luncheon reception last Monday in Chicago for network's radio-television affiliates. Conversing are (l to r): Warner C. Tidemann, general manager, WJBC Bloomington, Ill. Harold L. Dewing, president of WCVS Springfield, Ill.; Mr. Kintner; Leslie C. Johnson, vice president-general manager, and Maurice Corken, assistant general manager in charge of national sales, WHBF-AM-TV Rock Island, Ill.

The Chicago meeting opened Monday morning with a general session and details of the network's general plans. Afternoon was devoted to radio and Tuesday morning to tv.

Representing AB-PT Inc., besides Messrs. Kintner and Weitman, were Leonard Goldensen, AB-PT president, and vice presidents: Alexander Stronach, tv network; Charles Ayres, radio network; Ernest Lee Jahncke, station relations; Frank Marx, engineering.

In the ABC Chicago contingent were James Stirton, vice president, tv network; Sterling Quinlan, new vice president in charge of ABC's o&o WBKB (TV); Don Roberts, manager of ABC Radio, Chicago.

Spot Invasion Charge

Alleged invasion of spot radio by networks cropped up during the Monday radio sessions, with affiliates questioning network executives. The affiliates reportedly were told advertisers won't, in most cases, buy 202 stations (as on the radio network) on a spot basis; that network split sponsorship guarantees business for ABC affiliates outright; that spot buying does not mean saturation buying.

At one point an affiliate broadcaster asserted the network's plans would amount to "more business at our expense." He was told that this would make radio "more flexible" and "less expensive to buy," and that it would be a "larger pie to cut up." It was explained that ABC felt its three split sponsorship plans to be "competitive" or at least placed it in a position to compete more favorably with NBC and CBS.

These are the three plans ABC has asked affiliates to approve: (1) advertisers would be permitted to sponsor half of quarter-hour daytime serials, and the station permitted to sell other half of program at one compensation to the network; (2) advertisers would be per-

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for Film and TV Cameras

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NEW! CIRCULAR STEERING

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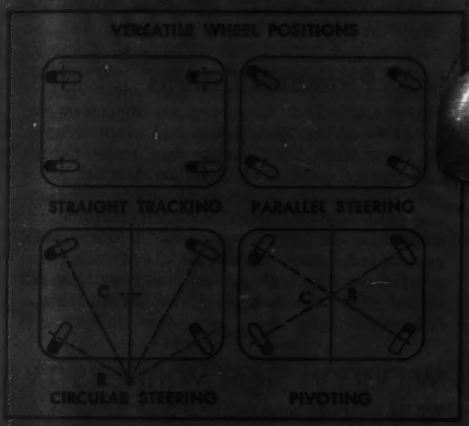

NEW! HYDRAULIC BOOM LIFT

Camera boom is raised and lowered smoothly, quietly, effortlessly, automatically by hydraulic system. Extreme high and low lens heights are readily achieved even when dolly is in motion.

NEW! MANEUVERABILITY

The extreme flexibility of the steering mechanism makes possible fast positioning in small, crowded studios.

NEW! HANDLING EASE

Weighs only 500 pounds. Cameramen and grips appreciate easy dollying, turning, raising and lowering boom.

NEW! LOW SLUNG CHASSIS

Cinemobile is built low down for better balance, greater stability and smoother rolling.

NEW! VERSATILITY

Makes possible a wide range of camera effects formerly achieved only with larger, heavier equipment. Priced to fit the budget of smaller studios.

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"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

PRE-LUNCHEON reception for ABC radio-tv affiliates in Chicago last week found this threesome together at the close of the Monday morning general session. L to r: Robert Weitman, ABC vice president in charge of programs and talent; Charles T. Ayres, vice president, and Mort Watters, vice president and general manager of WCPO-AM-TV Cincinnati.

mitted to buy a minimum of four quarter hours scheduled between 8 and 9 p.m., with the station permitted again to sell unsponsored time in each sponsored program; (3) participating sponsors would be able to buy, in the 2:35-4 p.m. period, a minimum of three one-minute commercials per week. (Latter is occupied by the Martin Block show.) Station compensation varies in each case.

Most of the controversy, it was understood, centered around the ramifications of these plans. Stations were urged, in the case of the Block show, to carry the first 25-minute segment, even though it might be only partly sponsored, for continuity purposes, at least at the outset.

ABC-TV Standardizes Rates for Service Fees

RATES for ABC-TV facilities, personnel and production services for network programs from its New York, Detroit, Chicago, Los Angeles and San Francisco production centers have been standardized, according to a new production manual (No. 3) which was effective Feb. 1.

Facilities charges for camera rehearsal range from $270 per hour for one camera to $420 for four cameras, including personnel and technical equipment. For dry rehearsal on set the fee is $100 an hour. Use of an ABC tv theatre costs $450 a day in addition to rehearsal charges. Film and telop facilities are charged for at the rate of $150 an hour. The rate for remote facilities is $1,250 for an eight-hour day, portal to portal. Facilities charges are commissionable at 15% to recognized agencies.

Hourly rates for production services include scenic designer, carpenters and painters at $7 and shopper, $5; props and prop procurement $4.75; costume finder $6; wardrobe mistress $5; wardrobe handler $3; make-up artist $6; hairdresser $6; graphic artist $5.50. For time not included in studio rehearsal rates, associate director is $4.50 per hour; floor manager $4.50; technical director $7.50; engineers $5.50; stagehands $4.75. Sound effects rate is $15 an hour; records, $10 per program. Rehearsal halls cost $7.50 an hour; screening rooms $5.

If production services are ordered two weeks or more in advance and bills paid within 10 days of submission, a discount of 5% will be allowed. But orders placed less than four days before broadcast will bear a 25% penalty. "For example," the manual explains, "if full anticipated production services requirements are ordered three weeks before broadcast; makeup is ordered one week before, and a late prop order is given two days before: The prop will bear a penalty; the makeup bill will be charged at regular rates, and the remainder will earn a discount."

CHICAGO's ABC contingent conferred informally during last week's ABC radio-tv affiliates meeting in Chicago during a cocktail session in Drake Hotel's French Room. L to r: Glenn Snyder, general manager of WLS Chicago; Arthur Harre, station and sales manager of WENR, ABC o&o outlet, and Don Roberts, manager of ABC Radio in Chicago.

MBS Promotes Collins

COPP COLLINS, former press representative for MBS on the West Coast and more recently in New York, last week was promoted to manager of public relations for Mutual.

Frank Zuzulo, director of public relations and press information, who made the announcement, said the appointment was in line with a general expansion of network activities. He pointed out that Harry Algus had been elevated to the post of manager of press information a few weeks ago.

WTRI(TV) Signs With CBS-TV

WTRI (TV) Schenectady has been signed as an alternate interconnected affiliate of CBS-TV, effective immediately, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. The uhf ch. 35 station is owned and operated by the Van Curler Broadcasting Corp. R. B. Wheeler is general manager.

KVOC to Intermountain

INTERMOUNTAIN Network Inc., Salt Lake City, last week announced a change in network affiliation at Casper, Wyo., with KVOC replacing KSPR there effective Feb. 15. KVOC also will become a dual affiliate with MBS and ABC, the announcement said. KSPR joins CBS Radio Feb. 15 [B•T, Feb. 1].

'Stumpus' on Intermountain

UTAH stations of the Intermountain Network will carry *The Stumpus Boys Show*, a musical quiz program, at 8:30 a.m. Monday through Friday under sponsorship of AG Food Stores independent grocery chain, which has 155 outlets in Utah, KALL Salt City has announced. The show is being supported by a merchandising campaign, the station reports.

Do You Know This Man?

He is Bill Hutt, general manager of KLRA, Little Rock, Arkansas. He says—

"We have found the SESAC Transcribed Library very useful in programming to our farm friends. The hymns and quartet numbers have aided us materially in keeping this type of programming fresh and of a high quality. With what we consider to be the top Farm Department in the state, composed of Johnnie Holmes and Jim Moffet, we must of necessity have good music of the kind the farmer likes."

AT YOUR STATION — See and hear the SESAC Program Service by dropping a card to—

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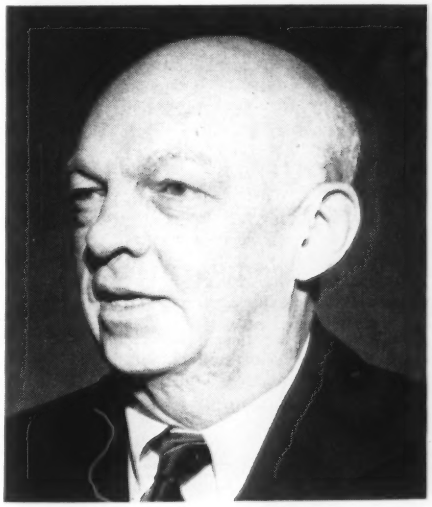
475 Fifth Avenue **New York 17, N. Y.**

MAJ. EDWIN ARMSTRONG, FATHER OF FM, OTHER RADIO INVENTIONS, DEAD AT 63

Renowned radio inventor was credited with fm, the regenerative circuit, the superheterodyne receiving system and the super-regenerative circuit. His latest successful project was multiplexing signals on a single fm band.



MAJ. EDWIN ARMSTRONG

MAJ. EDWIN HOWARD ARMSTRONG, who developed the fm system of broadcasting, died last Monday at the age of 63 after a fall from his 13th-floor apartment in New York. Reporting he had left a note to his estranged wife, Marian MacInnis Armstrong, police listed his death as a suicide.

In addition to developing fm, Maj. Armstrong also was responsible for other major advances in radio transmission and reception. In 1912, while still in college, he invented the regenerative circuit, which made possible the creation and maintenance of a world-wide wireless communications system. A few years later, while serving in France as a Signal Corps major during World War I, he invented the superheterodyne receiving system used in all standard receivers today.

The super-regenerative circuit, which made two-way police radio feasible, came in 1920. In 1933, Maj. Armstrong disclosed his "staticless radio," fm, which, in addition to its widespread use for sound broadcasting, also is used for the sound channels of television. Only last year [B•T, March 23, Oct. 19, 1953] he announced and demonstrated a system of multiplexing fm signals so as to permit two or more simultaneous broadcasts over a single fm band.

Maj. Armstrong began toying with the fm idea in the 1920's and by 1933 was far enough along with it to persuade RCA to give him space in the Empire State Bldg. in New York, where RCA already had begun its experimental telecasting, to test out his theories. But after a few years RCA decided to concentrate on television and the major moved his apparatus to Alpine, N. J., on the Palisades just across the Hudson from uptown New York. There he established W2XMN, which in 1938 began broadcasting via fm on 42.8 mc.

Mecca of Fm

Since that time, W2XMN has been the mecca of fm, source of most of the innovations in this type of broadcasting. In January 1940, W2XMN picked up a program from neighboring W2XAG Yonkers and passed it along with benefit of wirelines to W1XPW Meriden, Conn., which in turn relayed it to W1XOJ Paxton, Mass., and thence to W1XER Mt. Washington, N. H., with satisfactory reception reported all along the line. As recently as last October [B•T, Oct. 19, 1953] the Armstrong Alpine station originated the demonstration programs of his new fm multiplexing system.

Much of the major's income from his other inventions, which was sufficient to make him at one time the owner of more RCA stock than any other individual, was poured into W2XMN and his other fm projects, the total being estimated by his associates at several millions.

Among the many honors won by Maj. Armstrong for his contributions to the communications science was the Army Medal of Merit, awarded in 1947 by President Harry Truman for his part in developing military communications during World War II, when he served with the Signal Corps as a civilian.

Other honors bestowed upon Maj. Armstrong include the Medal of Honor of the Institute of Radio Engineers, 1917; Egleston Medal of Columbia U., 1939; Holley Medal of the American Society of Mechanical Engineers, 1940; Franklin Medal of the Franklin Institute, 1941; John Scott Medal awarded by the Board of Directors of City Trusts, Philadelphia, 1942; Edison Medal of the American Institute of Electrical Engineers, 1943. He was made a Chevalier of the Legion of Honor of the French Government in 1919.

Born in New York

Born in New York Dec. 18, 1890, young Mr. Armstrong's interest in electronics was awakened in his knee pants days when his father, manager of the American branch of the Oxford U. Press, brought him a book of inventions that included the story of Marconi's achievements. At Columbia U. he specialized in electrical engineering, receiving his bachelor's degree in that field in 1913, and his master of science in 1929. In 1934, he became professor of electrical engineering at Columbia, the post he held at the time of his death.

It was estimated that in recent years Maj. Armstrong had devoted much of his time to patent suits against RCA, NBC and other manufacturers of transmitting and receiving equipment and broadcasting companies. Several million dollars is said to be involved in these suits. Whether they will be continued or dropped could not be learned immediately. There was no information forthcoming regarding the inventor's estate.

Before marrying Maj. Armstrong, Mrs. Armstrong was secretary to Brig. Gen. David Sarnoff, RCA board chairman.

In his farewell letter, sources close to Maj. Armstrong informed B•T, the major placed on his patent litigation and on his absorption in it during the past five years, the blame for his neglect of his home life which had led to separation from his wife. He could not now understand, he wrote, how he could have allowed his concern with his suits to have made

The greatest (and that goes for all competitors in our field*) school in modern radio and television advertising is BROADCASTING•TELECASTING. Tell its top buying and selling readers your story in B•T's pace-making "classroom." The cost is low, the profits so high—in prestige, power and preference.

**We're packed with surveys to prove it! Ask for 'em.*

him hurt the thing most dear to him in all the world.

On the Friday before his death, it was learned, Maj. Armstrong had been notified that his wife, who for some time had been living in Connecticut, was going to seek separate maintenance. She reportedly had complained of having neither interests to occupy her nor companionship while he worked round-the-clock on the preparation of his case.

Industry Leaders Attend Armstrong Rites in N. Y.

MORE than 150 persons, including many leaders of the scientific and engineering world as well as educational and business associates of Maj. Edwin H. Armstrong, attended his funeral Wednesday afternoon at New York's Fifth Ave. Presbyterian Church.

Dr. Thornton Tenfield Jr., of the First Presbyterian Church of Yonkers, who conducted the service, praised the major for his strength of character, his determination to "carry on when there is little hope of fulfillment" and his "persistence to fight his way through like a mountain climber overcoming unconquerable obstacles." He also lauded Maj. Armstrong's loyalty to his country, his business associates and his friends.

Among those present at the service were Brig. Gen. David Sarnoff, RCA board chairman; John V. L. Hogan, president, Hogan Labs; Elliott M. Sanger, executive vice president, WQXR New York; C. R. Runyon Jr., president, Radio Engineering Labs; Dr. Frank D. Fackenthal, president, Columbia U. Press; John Dunning, dean, Columbia School of Engineering; Thomas J. Styles, associate of Maj. Armstrong at the Marcellus Hartley Research Labs; T. H. Mitchell, president, RCA Communication, and Harold Beverage, director of radio research, RCA Labs.

A special program of tribute to Major Armstrong was broadcast by WNHC New Haven last Monday, shortly after news of his death became known. His invention of fm was hailed during the broadcast as "an inspiration to thousands of pioneering spirits who carried the radio art to its highest level of achievement."

The FCC Thursday adopted a resolution praising Maj. Armstrong's "outstanding contributions" in the radio field and saying his "invaluable technical work and accomplishments will constitute an everlasting monument in tribute to his memory."

Major Armstrong Felt Reds Stole His Ideas—McCarthy

FM-INVENTOR Maj. Edwin H. Armstrong, who fell to his death Monday (see story page 67), last week was said to have expressed a fear that the Russians were stealing his inventions.

The "Red" angle was brought up by Sen. Joseph R. McCarthy (R-Wis.).

Sen. McCarthy said the fear was expressed when the major was questioned by a representative of the Senator's investigations subcommittee. He said another government agency is making an investigation into the death plunge. The Senator did not identify the agency.

According to Sen. McCarthy, Maj. Armstrong was questioned when "an Undersecretary of one of the [Federal] departments told us he wanted to talk to us."

He quoted Maj. Armstrong as saying the U. S., after the Yalta Conference in 1945, gave Russia a destroyer with the latest radar equipment. He said the radio scientist had been "mortally afraid" that secret radar discoveries by him and other scientists "were being fed to the Communists as fast as they could be developed." The Senator said the major had worked in Fort Monmouth, N. J., at the Army Signal Corps Labs at one time.

High Color Cost Boon To Pay-See Tv—Abrams

HIGH COST of both color television receivers and color television broadcasting was explored last week in two talks by Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., New York.

Mr. Abrams told company stockholders at Emerson's annual meeting in New York that universal public acceptance of color tv receivers will not come until some time in 1955 when prices can be expected to come down to the level that the public will be able to afford.

On Friday Mr. Abrams predicted before a New York meeting of Robert Morris Assoc., an organization of officers of the leading banks in the country, that the high cost of color tv broadcasting will result in wide acceptance of pay-as-you-see television by the industry and the public.

Mr. Abrams told stockholders that when prices of color tv sets become "reasonable," a new boom will be started in the industry which may last for several years. In response to a question, he said that he did not expect the prices of color tv sets to approximate the current prices of black-and-white receivers for at least 10 years.

He reported that sales for the first quarter of the current fiscal year, ended Jan. 31, will be about the same as for the corresponding period of last year, but he said that he expected earnings to be off slightly. He attributed this loss to large inventories built up during that latter part of 1953, pointing out that sets were moved in January at reduced prices. He blamed the publicity over color tv in part for resistance by the public to the purchase of black-and-white tv sets. He said sales in 1954 are expected to exceed those of 1953, but added:

"We may not be so fortunate insofar as profits are concerned. During 1954, which will be our 'introductory year' of color, it is expected that prices will have to be maintained at the lowest possible levels to maintain the interest of potential purchasers of black-and-white receivers. This, of necessity, must have an effect on profits."

In his speech before Robert Morris Assoc., Mr. Abrams said pay-as-you-see television will emerge because of the current "spiraling cost of television broadcasting and the increasing reluctance of sponsors to support important programs." He added that since color programs will be even higher in cost, he believed that the pay-as-you-see system will "eventuate when the sale of color television receivers will rise sharply some time in 1955."

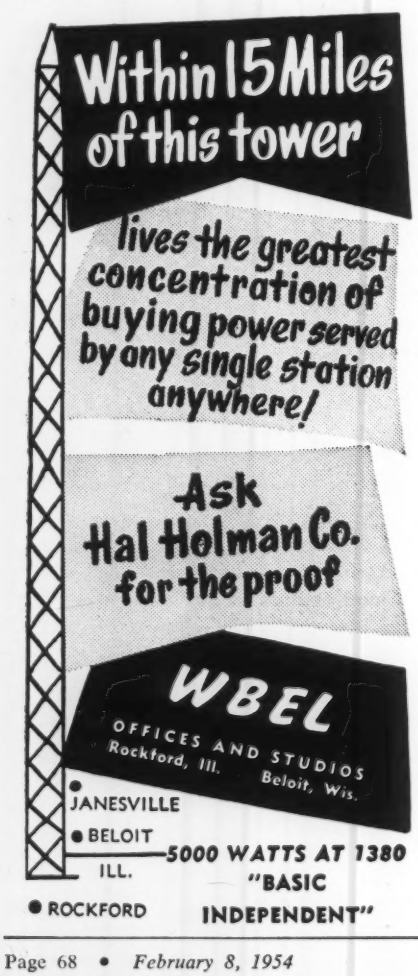
"Such a system," Mr. Abrams continued, "will serve everybody's interests. The tv set owner can take what is free in sponsored shows and also select the special programs he may desire by paying for them. The system will offer relief to sponsors by absorbing a great deal of the cost of programming. It also will supply a substantial source of revenue to the problems of the motion picture and theatrical producers who now find tough sledding in competition with television. With some 28 million television receivers now in use, which figure will reach 50 million in five years, the potential revenue for all concerned is enormous, even though the charge to the individual set owner is nominal."

Handy Diagnosis

RAYTHEON MFG. Co., Waltham, Mass., reports it has developed a new system which enables a tv set owner to identify reception defects of a color or black-and-white tv set over the telephone to a repairman and thereby reduce the amount of time needed for servicing. Under the system, the purchaser of a tv set receives a Raytheon "Service Saver" booklet containing a series of 40 numbered pictures, said to represent almost every conceivable type of trouble that might show up on a tv screen. When trouble develops with his set, the householder can call his repairman and give him the number of the picture that represents the condition. It was pointed out the "Raytheon Saver" system will work for any brand of tv set, as well as for Raytheon receivers.

Hoffman Sales Up 43%

SALES of Hoffman Radio Corp., Los Angeles (radio and tv set manufacturers), last year rose more than 43% above the $34,769,201 in 1952 to a record $50 million, H. Leslie Hoffman, president, announced last week. He said production and development of military electronic items by Hoffman Labs made a substantial contribution to the increase.



STROMEYER NAMED CBS-HYTRON CHIEF

Bruce and Lloyd Coffin retire from active direction of the tube manufacturing division. Dr. Peter Goldmark becomes president of CBS Labs.

CHARLES F. STROMEYER was elevated last week from executive vice president to president of CBS-Hytron, tube manufacturing division of CBS, and Dr. Peter C. Goldmark was promoted from vice president to president of CBS Labs, the CBS engineering research and development division.

The announcement by Dr. Frank Stanton, president of CBS Inc., also revealed that Bruce A. and Lloyd H. Coffin, brothers who built the Hytron organization from a two-man hand operation into one of the nation's foremost manufacturers of electronic tubes, are retiring from active direction of the division's affairs but will continue to serve as members of the board of the parent CBS Inc,

President Since 1921

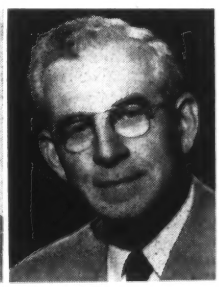
Bruce Coffin has been president of the Hytron operation since its formation in 1921 as Hytron Radio & Electronics Corp., and Lloyd Coffin has been treasurer. The company merged with CBS in 1951 and since that time has peen operated as a CBS division with Bruce Coffin continuing as president and his brother as treasurer.

"In their capacity as directors of CBS Inc.," Dr. Stanton said, "Messrs. Bruce and Lloyd Coffin will continue to make available their 35 years of knowledge and experience in the electronics field."

Mr. Stromeyer, the new CBS-Hytron president, has been associated with the company since 1942. He started as chief engineer and assistant to the president, later became vice president in charge of manufacturing and engineering, and in January was named executive vice president. Associated with electronic research and manufacturing throughout his business career, he has been awarded several patents for developments in electronic circuits and tubes and has undertaken a survey of the European electronics industry. He is a member of the Institute of Radio Engineers.

CBS-Hytron's main plant and administrative

MR. STROMEYER



LLOYD COFFIN

offices are at Danvers, Mass., and the division also has manufacturing plants at Newburyport, Salem, and Lowell, Mass., and Kalamazoo, Mich. It is a major producer of electronic tubes, transistors and germanium diodes, including both radio and television picture tubes as well as the CBS-Colortron, color picture tube developed in the CBS-Hytron Labs during the past year. The new president resides at Marblehead, Mass., with his wife and two sons.

Dr. Goldmark, in his new post, fills a vacancy which has existed since Adrian Murphy left the presidency of the CBS Labs Div. to become president of CBS Radio in March 1952. He has been associated with CBS since 1936 and a vice president and key figure in the Labs Div. since 1950.

He is credited with primary roles in many developments in color television and high-fidelity sound reproduction, including the CBS field-sequential system of color tv and the original field-sequential camera; the Chromacoder camera and the Chromacoder, unveiled last year, which are described as simplified and economical equipment for producing color under the FCC-approved compatible system;

BRUCE COFFIN

DR. GOLDMARK

the long-playing "LP" microgroove record; and the Columbia "360" high-fidelity phonograph, whose sound system subsequently was incorporated into a line of am, fm, and tv receivers produced by CBS-Columbia, the set manufacturing division of CBS.

Dr. Goldmark became chief television engineer of CBS shortly after he joined the organization. He is a Fellow of the IRE, the Society of Motion Picture Engineers, and the British Television Society. In 1945 the Television Broadcasters Assn. awarded him a medal for his color television work, and in 1946 he received the IRE's Morris Liebman Memorial Prize for electronic research.

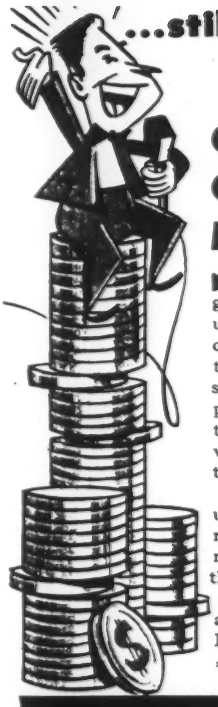
The retiring president of CBS-Hytron, Bruce Coffin, is a member of the Electronics Advisory Committee of Lowell Technological Institute, a director of Merchants National Bank of Salem, Mass., and president of Salem Hotel Corp. Lloyd Coffin is a director of RETMA, a director of Naumkeag Trust Co. of Salem, and vice president of North Shore Babies Hospital.

CBS-Columbia Plans Color Tv Seminars

THE FIRST in a series of color television training seminars for selected distributor personnel from key markets will be inaugurated by CBS-Columbia today (Monday), it was announced last week by Charles J. Kayko, administrative vice president of the company.

The color training sessions, which will continue through 1954, will be held at CBS-Columbia's plant at Long Island City, N. Y., over a five-day period. During that time, a scheduled 35 hours of instruction and demonstration will be presented by members of CBS-Columbia's color engineering and field engineering department.

The seminars will consist of discussion and demonstration on basic color principles, the CBS-Hytron Colortron tube, signal transmission, basic circuitry, components and installation-maintenance procedures.



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For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

*Name on request.

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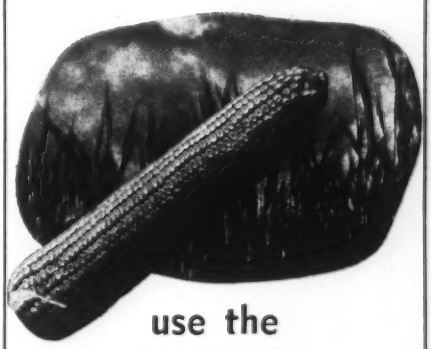
Affiliated with NBC

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

COLOR CONVERTER EXHIBITED IN D. C.

'Simple, inexpensive' method of converting standard black-and-white tv sets modifies compatible signal into field sequential pictures.

METHOD of converting black and white tv receivers for color reception was shown last Thursday in Washington.

System is simple and inexpensive, its developers, Airtronics Research Inc., declared to a news contingent at its first public showing.

Trick consists of translating the compatible National Television System Committee color signals into field sequential black and white pictures, then using a color wheel to add color. This is similar to the now superseded CBS field sequential system.

Pictures, demonstrated on a 15-in. DuMont receiver, were slightly lower in definition than the same program on a tri-color tube, but were considered acceptable by those who viewed the demonstration at ARI's Bethesda, Md., laboratories.

Method was developed by Robert P. Benjamin, 24-year-old electronics engineer on the staff of ARI. Mr. Benjamin began working seriously on the project immediately after the first of the year, following the FCC's approval of the NTSC color standards [B•T, Dec. 21, 1953]. First working demonstration for colleagues took place Jan. 15, it was reported.

On a mass production basis, ARI officials estimated that the unit, including the color wheel and motor, could be merchandized for $50 to $100. This compares to the current $175 price for tri-color tubes, it was pointed out.

Company plans to continue development, but does not intend to engage in the manufacture of the device. It will welcome inquiries regarding licenses, William T. Whelan, chief engineer, said.

Circuits to translate NTSC signals into the field sequential pattern are contained in a five-tube unit about as large as a booster device. This is connected to the black and white set at four points. The color wheel, which can be run on a 1/50th horsepower motor, is synchronized with the field sequential signals.

Drawbacks of the mechanical color wheel, which were emphasized by the opponents of CBS's mechanical field sequential system, have been largely overcome, ARI pointed out, by use of 60 fields per second as compared with CBS' 155 fields per second. This permits the color wheel to be revolved at a slower speed—600 rpm compared to 1,440 rpm under the CBS system.

Workable up to 17-in.

ARI officials said the device should work satisfactorily with monochrome picture tubes up to 17-in.

System seemingly is the reverse of the CBS development in station camera gear wherein scenes are "shot" on a field sequential tv camera with a whirling disc and then translated into the NTSC standards before being broadcast [B•T, Oct. 12, 1953].

ARI was founded in 1946 in the Washington suburb to do mechanical and electronic research and development work under government ordnance contracts. It consists of a 200-man staff, and is headed by Joseph E. Butler, former Navy commander who participated in the Navy's special devices unit program at Sands Point, Long Island, N. Y.

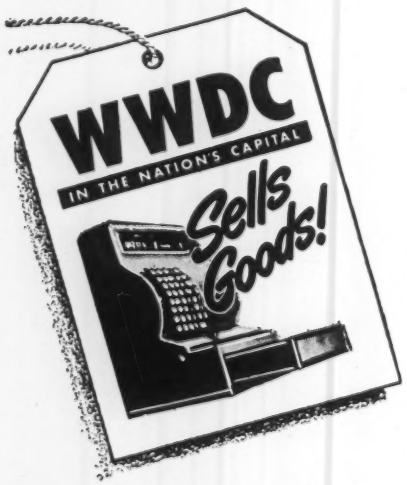
Up to the present, the consensus among radio-tv manufacturers was that the cost of converting a black and white tv receiver to color would be as much as the price of a color tv set. Present standards are compatible, permitting monochrome receivers to receive colorcasts in black-and-white.

Although there has been some talk of conversions for color—FCC Comr. George E. Sterling referred to the possibility in his speech to Boston IRE members two weeks ago [B•T, Feb. 1]—only one company announced that it planned to proffer units to the public. This was Sightmaster Corp., small New Rochelle, N. Y., tv manufacturer. It said it had developed a "slave" unit which would convert a black and white set, to sell for about $250.

Jayo Viewer

PRODUCTION on Jayo Viewer, tv prompting device invented jointly by Jess Oppenheimer, producer-head writer of CBS-TV *I Love Lucy*, and Bud Forer, tv optical scientist, will begin in Hollywood within two months, according to Mr. Oppenheimer. The device is a combination optical and projection attachment to the tv camera. Copy is typewritten, then projected, greatly enlarged, through camera lens at the announcer or actor, who is able to read lines while looking at the camera. It will be leased at less than $100 a month.

The "RESULTS" STATION in Washington



Represented Nationally by John Blair & Co.

Guatemala Expels American Newsmen

NBC's Bannell, 'New York Times' Gruson forced to leave as Guatemala, reportedly Communist-infiltrated, cracks down on opposition.

TWO U. S. NEWS correspondents, one of them NBC's Marshall Bannell, were expelled from Guatemala last Tuesday. The other newsman was Sydney Gruson of the *New York Times*. It was understood no charges had been placed against Mr. Bannell, although Mr. Gruson reportedly was accused of having "systematically" defamed and slandered the Guatemalan government.

A day later, Rep. Frances P. Bolton (R-Ohio) told the House the event was "of great magnitude" because that government is **GUATEMALA** "to say the very least, hostile to the interests of free peoples everywhere." She charged the country's government was communistic.

Rep. Bolton said: ". . . Freedom of communication is basic to better understanding among all peoples and . . . any interference with the free transmission of news by an accredited American correspondent indicates a very unfriendly act on the part of a foreign government."

Jackson Statement

Another member of Congress, Rep. Donald L. Jackson (R-Calif.) called the exclusion "another example of the exercise of powers of a police state which is becoming a common occurrence in Guatemala."

Through the State Dept., William R. McAndrew, manager of news and special events for NBC, filed with the Guatemalan government a formal protest against Mr. Bannell's ouster.

The UP reported Thursday that Guatemala's President Jacob Arbenz called on left-wing revolutionary parties to "close ranks" against "reactionary forces" bent on "turning back the clock."

President Arbenz said the U. S. Senate, State Dept. officials and American monopolies and "newspaper chains" are conducting a concerted campaign against Guatemala.

Coincident with these developments, U. S. Ambassador John Peurifoy left Guatemala for Washington. A government spokesman for Guatemala denied that the country was embarking on a course of suppressing freedom of information. But it was reported that the Washington decision to call in Ambassador Peurifoy ahead of schedule was connected with the expulsion of the two U. S. newsmen and what was judged to be a campaign against the opposition press and radio.

Meanwhile, NBC-TV has scheduled *Guatemala*, another in a series of programs on world trouble spots, for presentation Feb. 14 (2-2:30 p.m. EST) with Mr. Bannell doing the commentary. The program, on film, will describe communist infiltration of the Guatemala government. Mr. Bannell is expected to be in New York this week for the broadcast.

CKCO-TV, CHSJ-TV PREPARE DEBUTS

TWO more tv stations are slated to go on the air in Canada. They are CKCO-TV Kitchener, Ont., scheduled for Feb. 21 on ch. 13 and CHSJ-TV St. John, N. B., March 15 on ch. 4.

CANADA

The Kitchener station will be Canada's eighth tv outlet. The St. John station will be the first tv operation in Canada east of Montreal.

CKCO-TV will be linked with Toronto via microwave, according to the Canadian Broadcasting Corp. and will be a basic outlet of the CBC-TV mid-eastern region.

CHSJ-TV plans test patterns on March 1. George Cromwell, manager, CHSJ-AM-TV, reports 1,000 tv sets in the area.

Tv Sales Record Set in Dec.

DECEMBER saw the highest television set sales in Canada's history — 51,767 — bringing the 1953 total to 365,400 sets, according to the Radio-Television Mfrs. Assn. of

CANADA

Canada. With sets sold and imported prior to 1953, this brings the tv set total in Canada to about 620,000 at the end of January 1954.

Last year 606,804 radio receivers were sold in Canada, compared to 568,884 in 1952. Imports by individuals in 1953 brought new radios to 672,000, as compared to a 631,866 combined total in 1952. Canadian Assn. of Radio and Television Broadcasters estimates about 9,350,000 radio sets have been sold in Canada since 1924.

Manufacturers forecast radio set sales in 1954 at 315,000 to 650,000.

Tv set sales in 1954 are expected to be 300,000 to 575,000. At present about one home in three in Ontario has a tv receiver, the highest ratio in Canada.

Killgore Tells Effect Of Radio in Indo-China

DRAMATIC effect that the construction of six radio broadcasting stations in Indo-China had on people in that area has been described by H. Scott Killgore, director of

INDO-CHINA

sales for Emerson Radio & Phonograph Corp., upon his return from an official mission to that country on loan as a communications consultant to the U. S. Foreign Operations Administration.

Mr. Killgore, who supervised the construction of the six stations in Indo-China and of other facilities in Formosa, noted that since house-to-house power lines are virtually unknown in Indo-China, it is impossible to have radio sets in homes. He said this obstacle was overcome by placing in the center of each village a loudspeaker powered by a gasoline-driven generator, and he added that people "flock from miles around to listen avidly to broadcasts for hours."

CARTB Plans Seminar For Agency Executives

A ONE-DAY seminar for advertising agency executives to learn more about the broadcast medium is planned by the Canadian Assn. of Radio & Television Broadcasters.

CANADA

The seminar is expected to be held at Toronto on April 19 and would cover data on Canadian stations, their coverage, receiver statistics, operation of network radio, selective or spot radio, how radio station representatives operate and preparation of commercials.

Also on the tentative agenda are discussions on syndicated programs, sponsored program promotion, how to present radio programs to clients, and the many facets of the administration of commercial time on radio stations. Because there are many newcomers to the radio departments of advertising agencies in Canada, the CARTB is planning this one-day training course on the operations of commercials on local and network radio stations.

Tappe the Loyal

BECAUSE he was "the only one in attendance from the U. S." for the second straight year at the yearly meeting of the Atlantic Assn. of Broadcasters in Halifax, N. S., Lou Tappe, Canadian representative for SESAC Inc., New York, was honored by the AAB, which declared a "Lou Tappe Day," and presented Mr. Tappe with a sou-wester and slicker. He was cited thusly: "To honor the guy who has traveled the greatest distance most faithfully to our Maritime meetings, giving him all the rights and privileges of a Herring Choker, and the right to travel in Nova Scotia without a passport or even a smattering of the language."

CFPL Management Changes

WITH FULLTIME am-fm-tv operation of CFPL London, changes in top management have been announced by Walter J. Blackburn, president. Douglas C. Trowell was

CANADA

appointed sales manager of CFPL. W. Cliff Wingrove, formerly manager of CKTB St. Catherines, has been appointed assistant manager of CFPL, and Robert Reinhart, operations manager of CFPL-TV, has been moved to assistant manager of CFPL-TV. Murray Brown remains manager of CFPL-AM-FM-TV. Glen A. Robitaille, chief engineer of CFPL, becomes engineering director for the three stations.

AAB Elects Lynds President

FRED A. LYNDS, president of CKCW Moncton, was elected president of the Atlantic Assn. of Broadcasters at the recent meeting at Halifax, succeeding E. Finlay

CANADA

MacDonald, CJCH Halifax. Gerry Redmond, CHNS Halifax, was elected vice president; John Hirtle, CKBW Bridgewater, as secretary, and Arthur Manning, CKCL Truro, treasurer. AAB will be represented on the national Canadian Assn. of Radio & Television Broadcasters by Messrs. Lynds, MacDonald and Redmond.

"Gosh, even the Dean thinks I'm a genius ever since I started spotting my spot campaign on WWPA!"
WWPA
Williamsport, Pa.
— A Great Pennsylvania Market!
CBS
Contact Burn-Smith Co. for details.

But down in Northwest Alabama and Northeast Mississippi WERH reaches more folks than a Saturday night fish fry.

The reason for this is that WERH is long on entertainment. The sort of music and programs that the folks down here prefer. And WERH has a signal that reaches . . . not just reaches, but *dominates* the 14,695 square miles of its 0.1MV/M contour.

When you want your advertising buck to reach the most for the money WERH, the station for Northwest Alabama and Northeast Mississippi, is your station.

WERH 5000 watts 970 KC
Regional representatives: Dora-Clayton Agency
Mortgage Guaranty Building, Atlanta, Georgia.

New York Representative: Robert S. Keller, Inc.

COMPARATIVE NETWORK TV SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Scott Paper Greyhound Nash-Kelvinator Omnibus	*Igor Cassini Show*	Revere Meet the Prese alt. Sundays Pan Amer. L
6:15				
6:30	BB Pens Gemex George Jessel Show	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There	Benrus Watch Co. Meet Your Congress	Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Johnson Wax Life with Father	*Author Meets the Critics*	P&G Winchell-Mahoney L
7:15				
7:30	Sweets Co. Tv Teen Club	Am. Tobacco Private Secretary L Jack Benny 2/7, 2/28		Reynolds Mr. Peepers L
7:45				
8:00	Co-op The Mask	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L
8:15				
8:30				
8:45				
9:00	Gruen-Carter W. Winchell	Gen. Elect. 2/7, 28 Fred Waring Show L, G. E. Theatre 2/14, 21	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	*Jane Pickens Show*			
9:30	Hazel Bishop Peter Potter Show	Bristol Myers Man Behind the Badge L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	Dodge Break the Bank	P. Lorillard The Web L	Mogen David Wine Corp. Dollar A Second	P&G Loretta Young Show F
10:15				
10:30	B. Graham Hour of Decision	Jules Montenier alt. wks. Remington Rand What's My Line L	R. J. Reynolds Tobacco Co. Man Against Crime	Man Against Crime R. J. Reynolds F
10:45	Focus			
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30			*Capt. Video*	
6:45				
7:00	Am.H.Prod., Mutual of Omaha, Daly		*Marge & Jeff*	
7:15		GM-Oldsmobile News L		C. R. Chem. A. Murray Party L
7:30	Duffy-Mott Jamie	Chesterfield Perry Como		Camel News Caravan L
7:45				
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich	Bauer & Black 20 Questions	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L
8:15				
8:30	Dr. I.Q. Hazel Bishop	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Junior Press Conference* S	Philip Morris I Love Lucy F	Co-op Feature Boxing with Chris. Schenkel	RCA Victor Show (Dennis Day) L
9:15				
9:30	*Travel Corner* F S	Gen. Foods Instant Maxwell Coffee L Red Buttons Show		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	*In Our Time*	Westing-house Studio One L		Co-op Who Said That L
10:15			*Ringside Interviews*	
10:30		Longines Chronoscope		
10:45				
11:00				
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30			*Capt. Video*	
6:45	Amer. Home Prod. ReaLemon-News J.Daly		*Marge & Jeff*	
7:00	duPont Cavalcade of America	Amer. Cig. & Cig. Co. News L		Dinah Shore Show Chevrolet L
7:15		Gold Seal Jo Stafford		Camel News Caravan L
7:30	No Network Service	Wrigley Gene Autry Show F	Admiral Corp. Life Is Worth Living	Buick, Berle Show (2 of 3 weeks) (8-9)
7:45				
8:00		Pharmaceuticals, Inc. Red Skelton	Benson & Hedges Pantomine Quiz (alt.)	Gen. Fds. Hope Show (3d week) (8-9)
8:15				
8:30	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. Schick, Inc. This Is Show Business		P&G Fireside Theatre F
8:45				
9:00	U.S. Steel United States Steel Hour alt. with Motorola The Amer. TV Hour	Electric Auto-Lite Suspense L		Armstrong Circle Theatre 9/1 L
9:15				
9:30		Block Drug Danger L		P. Lorillard Judge for Yourself L
9:45				
10:00	American Chicle Swanson (alt. wks.) The Name's The Same L	Alcoa See It Now		
10:15				
10:30				Mr. & Mrs. North F
10:45				
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45	Am.H.Prod., Mutual of Omaha Daly	
7:00	Sterling Drug Mark Saber	GM-Oldsmobile News
7:15		Chesterfield Perry Co
7:30	*At Issue* S	Toni Godfrey His Frie L
7:45	*Through The Curtain* S	
8:00	*Answers for Americans*	Godfrey His Frie Frigidai alt. wk Pillsbur L
8:15		
8:30	*The Big Picture*	Colgate Strike It Rich L
8:45		
9:00		R. J. Reynolds I've Go A Secre
9:15		
9:30	*Wrestling from Rainbo* L	Pabst Sales Co Blue Ribbon Bouts L
9:45		
10:00		General Cigar Sports S
10:15		
10:30		Longines Chronosc
10:45		
11:00		
11:15 PM		

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15		*Lamp unto My Feet* S		
10:30				
10:45		*Look Up and Live* S		
11:00				
11:15				
11:30	Local			
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45		Quaker Oats Contest Carnival		
1:00	*Elmer Davis*			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Breakfast Club (eff. 2/22)			
9:15				
9:30				
9:45		Arthur Godfrey See footnote for time		General Mills, Fri. Ding Dong School L
10:00		*Jack Paar Show* Fri. 10-11 a.m.		*Breakfast in Hollywood* L
10:15		*I'll Buy That* Fri. 11-11:30 p.m. S		*Hawkins Falls* L
10:30				*Three Steps To Heaven* L
10:45		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		*Ask Washington* L
11:00		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		Jergens Bride & Groom L
11:15		Amer. Home All Products Love of Life		
11:30		P&G Search for Tomorrow		
11:45		P&G Guiding Light (M-F) 1-1:15		
12:00 N		P&G The Brighter Day		

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45	*Animal Time*			
10:00	Brown Shoe Co. Smilin Ed McConnell			
10:15	Ralston-Purina alt. with Nestle Co. Space Patrol	*Winky Dink and You* S	11-11:30 Tom Corbett Space Cadet Int'l Shoe Co. (Alt.) with Secret Files of Capt. Video	
10:30				
10:45	Local	Rod Brown, Rocket Ranger S		
11:00				
11:15		National Dairy The Big Top L		
11:30				
11:45				
12:00 N		Gen. Mills The Lone Ranger		*Star Time* L
12:15 PM				
12:30				
12:45				
1:00				
1:15				

DAI

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	*Roller D*
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

SU

	CBS

	THURSDAY						FRIDAY				SATURDAY				
	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
6:00 PM					Walter H. Johnson Candy Co. Capt. Video				*Capt. Video*		*Tommy Henrich Sports Show*				6:00 PM
6:15	*Capt. Video*				*Marge & Jeff*				*Marge & Jeff*		*Dotty Mack* S				6:15
6:30	*Marge & Jeff*		Amer. Home Prod. Rea Lemon-News J. Daly	Amer. Cig. & Cig. Co. News 7:30-7:45 pm			Amer. Home Prod., News John Daly				Vitamin Corp. On Your Way	*Meet Millie* S		*Mr. Wizzard* F	6:30
6:45		Coca-Cola Eddie Fisher	General Mills Lone Ranger F	GE Jane Froman		Dinah Shore Show Chevrolet L	General Mills Stu Erwin F	GM-Oldsmobile News		Coca-Cola Eddie Fisher					6:45
7:00		Camel News Caravan L				Camel News Caravan L		Chesterfield Perry Como		Camel News Caravan L	Ex-Lax Leave It to the Girls	Sylvania Beat The Clock L		Sunbeam Ethel & Albert L	7:00
7:15		GE I Married Joan F	Thor Quick as a Flash	Gen. Elec. Meet Mr. McNutley		DeSoto-Plymouth Groucho Marx F	Lambert Hotpoint (alt.) Ozzie & Harriet F	Gen. Foods Baker's Food Prod. Mama L		Dave Garroway Show Pontiac Dealers L					7:15
7:30	*Johns Hopkins Science Review*										*Enterprise USA*	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show		*Spike Jones Show* L	7:30
7:45		Scott My Little Margie F	Sherwin-Williams Pall Mall Ray Bolger Show	Singer Swng. 4 Star Plhs. Weekly	Tide Water Associated Oil Broadway to Hollywood	Borden T-Men in Action F	Pepsi Cola Playhouse	R. J. Reynolds Topper	*Melody Street*	Gulf Life of Riley 9/18 F	*Greatest Sports Thrills*				7:45
8:00	*Chicago Symphony*													Pet Milk Original Amateur Hour L	8:00
8:15		Krafts Foods Television Theatre L	*Talent Patrol*	Lever Lux Video Theatre L	DuMont Labs What's the Story	Chesterfield Dragnet F	Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	Simoniz & Amer. C&C Big Story L & F	Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money			8:15
8:30	*Stars Parade*		Kraft Foods Kraft TV Theatre	Lever Rinso Big Town F		Ford Theatre F	Sealy The Comeback Story	General Foods Sanka Our Miss Brooks		Campbell Soundstage S	*Fight Talk*	Int'l Silver Alt. Wks. Simmons My Favorite Husband			8:30
8:45		Hazel Bishop This Is Your Life L		Philip Morris Philip Morris Playhouse		U.S Tobacco Martin Kane	Chevrolet Showroom	Brown & Williamson My Friend Irma	P. Lorillard Chance of Lifetime	Gillette Fights 9/11 L		Chrysler Medallion Theatre	Amer. Chicle DuMont Labs Col. Humphrey Flack	Your Show of Shows L and All Star Revue (1 out of 4) L	8:45
9:00	*Music Show*														9:00
9:15			Local	Carter Prod. alt. Toni, Inc. Place the Face				American Oil Hamm Brewing Person to Person	Helene Curtis Down You Go	Chesebrough Greatest Fights F			10:30 *Wrestling from Chicago*		9:15
9:30								Longines Chronoscope					11:05 Boyle-Midway Sports Showcase	Lucky Strike & Crosley Your Hit Parade L	9:30
9:45													11:20 Wrestling Resumes		9:45
10:00															10:00
10:15															10:15
10:30															10:30
10:45															10:45
11:00															11:00
11:15 PM															11:15 PM

AIME

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
			Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)				*What in the World* S		
			American Inventory L		Campbell Soup Double or Nothing M-W-F						
			Amer. Forum of the Air L		Art Linkletter's House Party (See Footnote) 2:30-3 pm						
			President's Week L&F		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Paul Dixon Show River Brand Rice Mills, Partial Sponsor	Kate Smith Hour 9/21 L	*College Basketball Game of the Week*		Co-op Pro Basketball	
			Nature of Things L		Bob Crosby See footnotes						
			Kukla, Fran & Ollie L		*Woman with a Past* S		P&G Welcome Travelers 9/21 L		*Hollywood Wrestling* S		
			Excursion L		The Secret Storm Am. H. Prod M-W-F Sus. Tu, Th		P&G On Your Account 9/21 L				
			Quaker Oats Zoo Parade L		*Robert Q. Lewis* S		*Pinky Lee Show* L				
			Hallmark Hall of Fame Hall Bros., Inc. L		Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.		Howdy Doody			*N. Y. Times Youth Forum*	

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:15-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:15-5, Wed Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-10:15 a.m. M. & W. Minnesota Mining & Mfg. Co, Tu. & Th. Kellogg.

10:15-10:30 International Cellucotton alt. days with Snow Crop Mon.-Thurs.

10:30-45 M. & W. Star-Kist Tuna—Frigidaire, Tu. & Th.

10:15-11 p.m. M. & W. Lever Tu. & Th. Toni Co.

11-11:15 M. & W. Pillsbury, Tu. & Th. Nat'l Biscuit.

11:15-11:30 M. & W. TBA Tu. & Thu. Pillsbury Mills Inc. Godfrey Time M.-Thu. 10-11:30.

2:30-45 p.m., Thurs.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Fri.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri—Kellogg; House Party.

Bob Crosby 3:30-4 p.m., 3:30-45 p.m. Wed-Hagan Corp. Thu-Tappan, Fri-Englander. 3:45-4 p.m. Tue. Thu-Am. Dairy, Fri-General Mills.

DUMONT—11:30 a.m. noon, Sat.—Alt. with "Secret Files of Capt. Video"

KSL Salt Lake City has been given the Mennen Merchandising Award for "outstanding merchandising cooperation in promoting Mennen products." Milton Allison (c), eastern sales manager for CBS Radio Spot Sales, stands proxy for the CBS-affiliated station in accepting the award from Len Colson, Mennen advertising manager. Attending the presentation are (l to r): G. T. C. Fry, Kenyon & Eckhardt vice president; Mr. Colson; Mr. Allison; John Akerman, CBS Radio Spot Sales account executive, and James S. MacVickar, K&E account executive.

NSC to Administer Sloan Safety Awards

THE NATIONAL Safety Council has announced it will again administer the Alfred P. Sloan radio-tv awards for highway safety at the request of the Alfred P. Sloan Foundation.

The council also reported it is accepting nominations for its annual Public Interest Awards honoring public information media which have rendered exceptional service to safety last year.

The Public Interest Awards cover (1) radio and tv networks and stations, (2) trade and consumer magazines, (3) daily and weekly newspapers and syndicates and (4) advertisers, and are not competitive. The Sloan awards are, by contrast, competitive. Deadline for entries is March 15.

The Sloan awards will be judged by a special jury from recipients of the council's Public Interest Awards in the radio-tv and advertiser classifications. Information and nomination blanks may be obtained from the council at 425 N. Michigan Ave., Chicago 11, Ill., on both fields.

Robert K. Richards, administrative vice president of NARTB, will serve as a judge for both the Public Interest and Sloan awards.

Other judges on the radio-tv-advertiser section include:

Judith Waller, director of public affairs and education, NBC Chicago, and Arthur F. Harre, manager of WENR Chicago. Serving on the Sloan awards jury, besides Mr. Richards,, are Kenneth G. Bartlett, director of radio-tv center, Syracuse U.; George Jennings, radio-tv director, Chicago Board of Education, and Ned H. Dearborn, president of the National Safety Council. Wesley I. Nunn, advertising director, Standard Oil Co. (of Indiana) will be a judge on newspaper, magazine, outdoor and transportation firm entries.

Headliners Invites Entries From Stations and Networks

RADIO and tv stations and the networks have been invited to submit entries for the 20th annual Headliners Awards for outstanding news coverage during 1953. Four categories of broadcast awards are listed in the announcement: consistently outstanding radio network news broadcasting, consistently outstanding news reporting by a radio station, outstanding network television coverage of a news event or series, outstanding local television coverage of a news event or series.

The Headliners is an informal organization dedicated to honor those men in newspaper, magazine, newsreel, radio and tv whose achievements were outstanding during the year. Entries should be sent to Mall Dodson, executive secretary, Headliners, 2307 Broadwalk, Atlantic City, before April 1.

Weekend Fete Set For VOD Winners

FOUR co-equal national winners in the seventh annual Voice of Democracy Contest were announced Tuesday by Robert K. Richards, NARTB administrative vice president and chairman of the VOD committee. The four —three boys and a girl—will receive all-expense trips to Washington, radio-tv consoles and $500 scholarships at the annual awards luncheon Feb. 24 at the Shoreham Hotel, Washington.

The four winners and their sponsoring stations are: Philip Max McCoy, 16, Argentine High School, Kansas City, KCKN; Elizabeth Ellen Evans, 16, John R. Buchtel High School, Akron, WADC; Joseph Gerdes, 17, Harrisburg Catholic High School, WTPA (TV); Joel Howard Cyprus, Wichita Falls (Texas) High School, KWFT.

As part of the awards trip the four winners will participate in a weekend celebration in colonial Williamsburg, Va., joining many leading Americans in the annual Democracy Workshop. Many VOD state winners have been invited to the ceremonies.

National winners will arrive in Washington Feb. 18, and will motor to Williamsburg the next day. Their weeklong visit will include personal conferences with leading government officials and President Eisenhower.

Sponsoring organizations are NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce. Over a million high school students competed. The event is endorsed by the U. S. Office of Education and National Assn. of Secondary-School Principals. School, city, county and state eliminations were followed by auditions in which 12 finalists competed by means of blind recordings.

DEWEY SUBMITS TV PLAN AT ALBANY

Educational system to be built and operated by private education groups is outlined in message to New York State Legislature.

PROGRAM for the construction and operation of educational television stations in New York State by privately-organized education corporations was outlined by Gov. Thomas E. Dewey last Tuesday in a message to the State Legislature.

He recommended the enactment of legislation empowering the Board of Regents, which supervises all schools in the state, to charter private groups for the operation of educational tv stations. Gov. Dewey said the board of regents, which proposed last year that the state provide funds for the construction and operation of a network of 10 tv stations, has approved the plan for privately-operated outlets.

A committee appointed by Gov. Dewey last year to study the question of the feasibility of developing state-financed educational tv outlets rejected this proposal [B•T, March 2, 1953]. Gov. Dewey later suggested the appointment of another committee to bring together various education groups for the purposes of encouraging them to use more free time available on commercial stations and to establish non-profit corporations to construct and operate the non-commercial channels allocated by FCC to New York State.

Cites New York City Action

He pointed out in his message to the legislature last week that recent developments make the appointment of such a committee unnecessary. He cited as one such development the organization of the Metropolitan Education Television Assn. by leading educators in the New York area for the purpose of operating an educational, noncommercial television station [B•T, Feb. 1]. Gov. Dewey added that similar groups have been organized in the Buffalo area and in the Albany-Schenectady-Troy area.

"I am convinced," Gov. Dewey told the legislature, "that we have a sound and sensible solution for the best use of this medium through private operation in the public interest under a state-wide plan of mutual cooperation, all under the supervision of the Board of Regents."

State Sen. Francis J. Mahoney and Assemblyman Eugene F. Bannigan, the Democratic minority leaders, announced after Gov. Dewey's message had been read that the Democrats still favored state construction of a pilot educational television. Identical bills to appropriate $500,000 for such an operation were submitted to the legislature last Tuesday by Sen. William Rosenblatt of Brooklyn and Assemblyman Sidney F. Asch of the Bronx, both Democrats.

Sprague Gives Law Course

STUART SPRAGUE, counsel for the All-Industry Local Tv Music License Committee and one-time associate legal counsel for NBC, is giving a course on "Radio and Television Legal Problems" at the New York U. School of Commerce, starting this month.

Advertisers

Dorothea Mahlstedt, former brand publicity manager for Lever Bros. and previously in editorial, public relations and publicity in radio-tv, named director of women's press and radio relations for Grocery Mfrs. Assn., N. Y.

William B. Forsythe, senior vice president, Pepsi-Cola Co., appointed chairman of board and president, Pepsi-Cola International, new wholly owned subsidiary of Pepsi-Cola Co.; **Henry M. Winter** named vice president in charge of commercial operations; **Walter M. Furlow** named vice president in charge of new market development, and **William L. Moran Jr.** named manager of sales operations.

H. C. Roark, General Mills Inc., Minneapolis, named to newly created post of southern grocery products sales manager.

J. A. Fouche, manager of advertising and merchandising, Seiberling Rubber Co., Akron, appointed assistant general sales manager. **John J. Walbeck,** manager of passenger tire sales, will succeed Mr. Fouche as manager of advertising and merchandising.

MR. FOUCHE

MR. WALBECK

John D. Schuman, assistant advertising manager., Norge Div. of Borg-Warner Corp., Chicago, appointed advertising manager of that division.

Thomas F. Maschler, advertising and sales promotion manager, H. R. Basford Co., S. F., adds duties as merchandising manager.

Arthur Kuhl, public information office, Petroleum Administration for Defense, and **Ray Gremp Jr.,** firm's sales div., to public relations dept. of Standard Oil Co. of Indiana, Chicago.

Edward M. Reynolds, vice president and research director, Doherty, Clifford, Steers & Shenfield, N. Y., to Lambert Pharmacal Co., Jersey City, in newly created post of director of market research, budgets and media.

Ralph Dansiger, art director, Norman D. Walters Inc., N. Y., appointed director of advertising for The Toy Guidance Council, N. Y.

Hugh F. Bohner, sales manager, Hassenfeld Bros. Inc., Pawtucket, R. I. (toys), and its subsidiary, Empire Pencil Co., Shelbyville, Tenn., named vice president and director of sales and advertising for both companies.

Tom Gibbons, director of advertising and sales promotion, Coleman Co., Wichita, Kan., (Coleman gasoline lanterns), died Jan. 24.

Agencies

Walter M. Lee, account executive, S. R. Leon Inc., N. Y., appointed vice president of that agency.

Arch MacDonald, creative director for Pillsbury account, Leo Burnett Co., Chicago, to join John W. Shaw Adv. Inc., same city, as vice president and creative director.

Sam D. Whitacre, formerly manager, KBKN Aberdeen, Wash., named account executive, West Pacific Adv. Agency, Spokane.

Henry J. (Hank) Levy, public relations director, Vick Knight Inc., L. A., joins Smith & Ganz Inc., Hollywood, in similar capacity, with added duties of account executive.

Jack Creamer, sales account executive, ABC-TV New York, to Young & Rubicam, N. Y., where he will serve under **Nat Wolff,** vice president of radio-tv dept.

Russ Broman joins Western Adv. Agency, L. A., as copy chief.

Ben Rubin, formerly with Sorenson & Co., Chicago, to executive staff of Al Paul Lefton Co. same city.

Richard S. Lee, Gray & Rogers, Phila., to Jay J. Dugan, Adv., same city.

Jack D. Bozarth, Ruth L. Heckler, and **Gloria Gray,** to N. W. Ayer & Son, Phila. **John D. Morrissey** returns to that agency's production department after service in the U. S. Army.

James O. Peck, formerly head of James O. Peck Co., industrial sales research and counsel, to Reincke, Meyer & Finn, Chicago.

Norton H. Jonathan, assistant publicity director, Mid-Continent Airlines Inc., to Robert B. Wesley & Assoc., Chicago.

Erasmus H. Kloman Jr., formerly with Dept. of State, Washington, to public relations dept., Gray & Rogers, Phila.

Shirley Sklov, graduate of the U. of Manitoba and Laval U., Quebec, to promotion and publicity dept., S. W. Caldwell, Ltd., Toronto.

R. H. Frederickson, former advertising manager, Miller's Department Store, Klamath Falls, Ore., starts own advertising agency, that city, at 1632 Austin St.

Henry P. Teall, 58, assistant secretary of BBDO, New York, died Feb. 1 after a short illness.

Stations

Herbert L. Krueger, vice president-station manager, WTAG Worcester, to lecture on NARTB at evening school conducted by Advertising Club of Boston Feb. 9.

C. R. Dodsworth Jr., sales staff, WLWD (TV) Dayton, Ohio, appointed director of sales, succeeding **William J. Williamson,** who has resigned. **Jim Venable** to WLWD's sales staff and **Gene Peterson** named continuity director, same station.

MR. HEALY

Jack Healy, sales manager, KNUZ-TV Houston, named local radio sales manager, KPRC Houston.

Gordon Laughead Jr., account executive, KCRI Cedar Rapids, Iowa, to WNAX Yankton, S. D., as sales promotion manager.

Harvey L. Glascock Jr., formerly sales manager, WMAL-TV Washington, to WWDC that city, as account executive.

W. Clifford Wingrove and **D. C. Trowell** named assistant manager and sales manager, respectively, CFPL London, Ontario; **R. A. Reinhart** named assistant manager, CFPL-TV and **Glen A. Robitaille** named director of engineering, CFPL-AM-TV.

Carlo F. Zezza, sales staff of Bolling Co., national radio-tv sales representatives, to sales staff, WPIX (TV) New York.

Jim McKnight, formerly of WTAG Worcester, and **John H. Fitzpatrick,** formerly of the Boston *Herald Traveler*, to sales staff, WBZ Boston and WBZA Springfield.

Lee Parker, commercial manager, WNAO Ra-

THE LATEST WCKY STORY

Versatility!

Whether YOUR products are:

Crackers . . . like *Premium*
Cigarettes . . . like *Pall Mall*
Automobiles . . . like *Ford*
Railroads . . . like *New York Central*
Hotels . . . like *Sheraton*
Rentals . . . like *Swifton Village*

WCKY's

50 GRAND OF SALES POWER WILL DO THE JOB
The L B Wilson Station . . . Cincinnati Ohio

WCKY

leigh, N. C., to sales staff, WRAL same city.

A. H. Constant, former manager, KONA (TV) Honolulu, named general manager, KAFY-AM-TV Bakersfield, Calif.

Harry Tenenbaum elected vice president of WTVI(TV) Belleville, Ill., and continues as assistant secretary-treasurer of that station in which he also is stockholder. Mr. Tenenbaum erroneously was identified in B•T, Feb. 1 as Mr. Tenebaum, assuming the aforementioned duties with WSJV (TV) Elkhart, Ind.

Howie Odell, former football coach, U. of Washington, Seattle, signs for twice-weekly sports series on KOMO-TV same city.

Jack Storey, account executive, KYNO Fresno, joins KBIF that city, in similar capacity.

MR. McCUISTION

A. L. McCuistion, forecaster who plotted weather predictions for late Wiley Post's around-the-world flight, to KOTV (TV) Tulsa as weatherman.

Richard H. Gourley, formerly promotion manager, WSPD-AM-TV Toledo, appointed to newly created post of director of public relations and advertising, Edward Lamb Enterprises Inc.

Bob Brown, sports director, WAYS-TV Charlotte, to WWJ-TV Detroit as announcer and m.c. on *Junior Keynotes*, Sunday afternoon show.

J. R. Hackney, named publicity-promotion director; **Gordon E. Morehouse,** regional sales director; **Maurine Nelson,** traffic manager, and **Herman Haefele,** engineer, all KHOL-TV Kearney, Neb. Other additions: **Edward Dunn,** to film dept., **Vi Aspegren,** to continuity dept. and **Marsden Gary** and **Robert Bottrell** named cameramen.

John Rasco has been appointed director of news and special events, KGW Portland, Ore.

William J. Fitzpatrick, commercial manager, WCRB Waltham, Mass., appointed assistant managing director in charge of special events and production, WBMS Boston.

John R. Skelton, audio and video engineer, KSFO-KPIX (TV) San Francisco, named assistant to manager, KSAN that city.

Don Selby has been appointed production manager, WMGT (TV) North Adams, Mass.

Bob Kahle, announcing staff, WMBG-WTVR (TV) Richmond, promoted to director of merchandising and promotion and **Bob Grove,** same stations, named sports director, WTVR (TV). **John Shand,** program director, WMBG, to program and production manager, WTVR (TV), and **Connie Rianhard**, film director, WTVR (TV), to sales manager and promotion director, WMBG-WCOD (FM). All stations are owned and operated by Havens & Martin Inc., Richmond.

Athen Mendenhall, assistant program director, KOVO Provo, Utah, to KDYL-AM-TV Salt Lake City, as announcer.

Mark Rogers returns to announcing staff, WBBM Chicago.

Dick Wheeler, formerly program director, KOCA Kilgore, Tex., named announcer and assistant to news editor, WFAA-TV Dallas.

Robert Carano, WJEH Gallipolis, Ohio, named program director, WBEX Chillicothe, Ohio.

Martha Brown, assistant traffic manager, KTHT Houston named traffic manager; **Beverly Baird,** recent U. of Houston graduate, becomes assistant traffic manager.

Van Fleming, free-lance radio newscaster and writer, recently returned from year's writing tour of Europe, to KBID-TV Fresno, Calif., as news director.

Klaus Landsberg, vice president of Paramount Television Productions Inc., and general manager, KTLA (TV) Hollywood, was presented Jan. 31 the Los Angeles Medical Assn.'s annual award on that station's *Ask the Doctor*, in recognition of his "advance of medicine in public service and for KTLA's farsightedness in presenting a program of this type."

George Cranston, manager, WBAP Fort Worth, named to serve as a member of Texas State Commission on Educational Tv.

Fern Hawks, in charge of publicity and public relations, WHBF Rock Island, Ill., named to serve as area liaison for Television Information Committee of NARTB.

Alan Lisser, program director, KBIG Catalina, Calif., named a judge on advisory council of the Academy of Musical Recorded Arts & Sciences, recently organized in New York to promote creative recorded music.

Charles R. Armentrout, formerly assistant manager of WJLS Beckley, W. Va., named editor of *Washington Report*, published by U. S. Chamber of Commerce.

Fred Fiske, WWDC Washington, announcer, has been declared the winner of that station's nationwide audition of 151 disc jockeys' recordings in its search to find a new radio personality.

Harold P. Kane, general manager, WJOC Jamestown, N. Y., appointed Chairman of annual fund drive of Southern Chautauqua County Chapter of American Red Cross.

Lou Riepenhoff, public service director, WEMP Milwaukee, elected a vice president, Milwaukee Chapter of Sigma Delta Chi.

WES FESLER (l), who resigned as U. of Minnesota football coach to become vice president and partner of WDGY Minneapolis-St. Paul, inspects the equipment of WFMJ-TV Youngstown, Ohio, his home town, with Len Nasman, WFMJ-AM-TV commercial manager.

Networks

Joan Thompson, executive secretary, programming and production dept. of Du Mont Television Network, appointed coordinator of religious programs, succeeding **Duncan MacDonald,** who has moved to NBC-TV [B•T, Jan. 25].

Claire Collins, ABC traffic department, appointed supervisor of radio and tv sustaining traffic for ABC.

MR. MOSS

Eugene W. Moss, formerly of WABC-TV New York and WOR same city, appointed assistant sales promotion manager of CBS-TV Film Sales.

Anita Chester Lyons, CBS Radio dept. of public affairs, Washington, appointed a producer for CBS Radio.

Hope Lawder Ritchie, who helped edit weekly "New Enterprise" at Saratoga Springs, N. Y., from 1947-50, named administrative assistant to **Helen J. Sioussat,** CBS Radio director of Talks.

Walter Dundon, acting guest relations manager, CBS Hollywood, confirmed in position. **Ernestine Kude,** acting supervisor, script division, and **William Steinmetz,** acting supervisor, publicity division, both CBS Hollywood, confirmed in their positions.

Elmer Davis, ABC news analyst who has been ill from high blood pressure, last Wednesday attended his first White House news conference in several months. He is appearing on Sunday radio-tv programs from New York but is unable to handle weekday schedule.

Art Linkletter, CBS Hollywood personality, for his work with American youth, received second annual Benjamin Franklin Achievement Award at Graphic Arts banquet sponsored by Printing Industries Assn. and Los Angeles Club of Printing House Craftsmen.

Irving Gitlin, director of CBS-TV's *The Search*, father of girl, Barbara Jane, Feb. 1.

Robert Hurleigh, MBS Washington commentator and former director of WGN Chicago news div., honored with testimonial and farewell dinner by Chicago Press Club at Sherton Hotel Jan. 28.

Tom Henry, account executive, MBS Midwest Operations, father of girl, Carol Ann.

Film

James E. Ronnie, account executive, Television Programs of America, N. Y., to Louis Weiss & Co., L. A. production-distribution firm, as representative in seven southern states, headquartered in Atlanta.

Ernest Scanlon, recently resigned treasurer of Cinerama Productions Corp., New York, and now its Los Angeles consultant, has in addition joined United Productions of America, Burbank, Calif. as financial consultant.

William Callahan, producer, Allied Artists Studio, Hollywood, joined William F. Broidy Productions Inc., as an associate, to assist Mr. Broidy, president, in motion picture and tv film productions.

Carl Marcus, publicity director and head writer, Sportsvision Inc., Hollywood, to overseas assignment with U. S. State Department. **Norrie West,** former director of public relations, San

Francisco Seals baseball club, to Sportsvision, S. F., as director of publicity and sales promotion.

Gene Autry, film, radio and tv cowboy star, visited studios of WMT-TV Cedar Rapids for special guest appearance on *Leo Greco & His Pioneers* show.

Paul Schneider, Hollywood tv film writer, father of a boy, Jan. 26.

Florence Bates, 66, radio, tv, screen and stage actress, died in Burbank Jan. 31.

Manufacturers

J. Chapman Lane Jr., advertising staff representative, Westinghouse Electric Corp., Pittsburgh (Electronic Tube Div.), promoted to manager of advertising and sales promotion for that division.

William E. Deger, supervisor of sales order dept., Ampro Corp., Chicago (motion picture projectors and tape recorders), promoted to division manager of mid-west sales.

William Murphy, 20th Century-Fox film editor, has been elected president of American Cinema Editors. Named vice president and treasurer, respectively, were **George Amy,** Meridian Pictures, producer of CBS-TV *Schlitz Playhouse of Stars,* and **Fred Berger,** William Boyd Productions, producer of NBC-TV *Hopalong Cassidy*. **Eda Warren,** Paramount Pictures, was re-elected secretary.

Harold J. Adler, director of engineering, Hallicrafters Co., Chicago, appointed vice president in charge of engineering, I. Guthman & Co., Chicago.

Thomas Grieser, previously vice president of Wort Co., Philadelphia (electronics mfg. firm), appointed assistant to administrative vice president of CBS-Columbia, tv receiver manufacturing div. of CBS Inc.

John H. Kelly promoted to general sales manager of radio-tv div., Raytheon Mfg. Co., Chicago.

Paul G. Bryant, general manager, Hoffman Sales Corp., L. A., named Pacific coast general manager of firm, wholly-owned subsidiary of Hoffman Radio Corp., same city. **Jack F. Herbst,** sales manager, Hoffman Sales, L. A., named general manager, that city. **John N. Barker,** western representative, Zenith Radio Corp., S. F., joins Hoffman Sales, that city, as general manager, while **Burt Dorris,** northern California sales manager, Hoffman Radio Corp., S. F., to San Diego Appliance Distributors Inc., San Diego, (another Hoffman subsidiary), as general manager.

Richard S. Smith, Ohio district sales engineer, Sola Electric Co., Chicago, named district sales engineer for new branch office in Los Angeles.

Lawrence R. Thielen, formerly of RCA Service Co., to Ampex Corp. (magnetic recording equipment), as service engineer in New York district office.

Rating Services

Charles W. Besosa and **William H. Quinn,** client service executives of A. C. Nielsen Co., promoted to positions of account executives of this research organization's New York office.

Program Services

Harvey Marlowe, formerly program manager, WOR-TV New York, named vice president in charge of production and sales, Stage Rentals Inc., same city.

Ulysses Kay, music consultant for BMI, to appear as guest conductor of the Tucson Symphony Orchestra Feb. 23.

Professional Services

Thomas C. Flynn, named account supervisor on Allen B. DuMont Labs account for David O. Alber Assoc., N. Y.

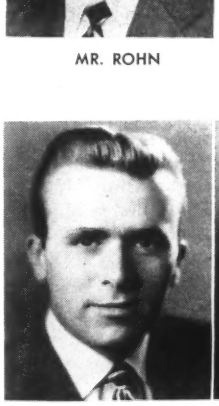
A. Walter Socolow, Monroe E. Stein and **Charles B. Seton,** all with wide backgrounds in broadcast legal problems, form Socolow, Stein & Seton, with offices at 580 Fifth Ave., N. Y.

Tom Dowd, of Washington law firm, Pierson & Ball, suffered a broken leg when kicked by a horse Jan. 30.

Representatives

MR. ROHN

William B. Rohn, sales manager, WINS New York, and **Edwin Pfeiffer,** sales representative, WDEL-TV Wilmington, Del., to New York tv sales staff of Edward Petry & Co., station representative. **Marcy Tinkle,** former head of presentations at *Family Circle Magazine,* to Petry Co. tv promotion dept.



MR. PFEIFFER

MR. TINKLE

Nick Madonna, account executive, WABC New York, to radio sales staff of Edward Petry & Co., N. Y.

John I. Peterson, vice president in charge of tv sales, George P. Hollingbery Co., N. Y., was guest speaker at the Wheeling, W. Va., Advertising Club's Tv Clinic Feb. 4.

Government

Frank McNaughton, co-producer with Martha Rountree and Oliver M. Presbrey of *Washington Exclusive* on DuMont Tv Network, has started duties as a member of Sen. Paul H. Douglas (D-Ill.) administrative-research staff.

Col. Edward L. Austin, son of former U. S. Senator (Vt.) and United Nations delegate **Warren Austin,** named public information officer of U. S. Army forces in the Far East.

Trade Associations

Robert W. Sarnoff, executive vice president of NBC, appointed to the board of directors of American Arbitration Assn.

Robert J. Burton, vice president of BMI and general manager of BMI Canada Ltd., will serve as chairman of the radio and tv div. of the fund-raising drive of The Legal Aid Society.

Arnold Lerner, Warner-Pathe News, elected president of Radio, Newsreel, Television Working Press Assn. of New York, succeeding **Chester Burger** of CBS-TV Newsfilm. Balloting for first vice president resulted in tie between **Jack Fern** of CBS-TV News and **Richard Milbauer** of Telenews, leaving final decision to be made at the Feb. 24 meeting. Others named for 1954: **Thomas Priestley,** NBC-TV News, second vice president; **Ruth N. Knopf,** CBS-TV News, secretary; **Monroe Benton,** WNYC New York, news dept., assistant secretary; **David Tullen,** CBS-TV News, treasurer; **Herbert Mulligan,** Paramount News, sergeant-at-arms. Board of governors: **Larry Racies,** CBS-TV News, chairman; **Nick Archer,** Telenews; **Robert Donahue Jr.,** Warner-Pathe News; **George Jordan,** NBC-TV News; **A. A. Brown,** Movietone News; **David Klein,** NBC-TV News, and **Carl Larsen Sr.,** Movietone News.

Richard Page, newswriter and reporter, WFBL Syracuse, elected president of Syracuse Press Club.

Jack Beardall, owner-manager, CFCO Chatham, Ontario, given life membership in Royal Astronomical Society of Canada in recognition of his work at CFCO in broadcasting weather forecasts.

John F. Becker, former radio-tv and film consultant to the National Foundation for Infantile Paralysis, the Muscular Dystrophy Assns., and the Presbyterian Church General Assembly, named to direct the American Cancer Society's radio-tv activities during 1954.

Ted Nelson has taken a five-month leave of absence from his radio-tv agency, Ted Nelson Assoc., N. Y., to serve for second year as director of the annual Page One Ball of the New York Newspaper Guild held May 14 at the Hotel Commodore.

Glen Jocelyn, vice president and creative director, Mogge-Privett Inc., elected president of Copy Club of Los Angeles. **David R. Fenwick,** account executive, Calkins & Holden, Carlock, McClinton & Smith, named vice-president, with **Kenneth Striker,** creative director, McCann-Erickson Inc., secretary-treasurer.

Dave Showalter, director of public affairs, CPRN-KNX Hollywood, appointed Southern California Broadcasters Assn. representative on the Advisory Committee for Education at Los Angeles State College.

B. George Barber Jr., commercial manager, WGBG Greensboro, N. C., elected a lieutenant governor of Advertising Federation of America's recently organized District Three.

Francis C. Coughlin, continuity director, WGN Chicago, elected a director in Chicago Press Veterans Assn.

Frank W. Crane, managing director, Advertising Club of Los Angeles, named managing director, Southern California Broadcasters Assn.

ANNOUNCER BROCHURE

SHORT biographies and photographs of its nine announcers, who combined represent a total of 123 years of broadcasting experience, make up a promotional brochure sent to agencies and advertisers by WAVE-AM-TV Louisville, Ky. Emphasizing "quality," WAVE points out that the 123 years the announcers represent are years of "know-how in entertaining, informing and selling."

DATES WITH MARILYN

CALENDAR featuring near-life-size picture of Marilyn Monroe and described as "one of the BIGGEST calendars ever produced" is being distributed by Westinghouse Broadcasting Co.'s WBZ Boston WBZA Springfield to point up the stations' claim that WBZ-WBZA "is the BIGGEST advertising buy in New England."

more; 12,200 on a home food freezer, etc. Copies are available to those who write on company letterheads to: Victor Hawkins, Director of Research, Capper Publications Inc., 912 Kansas Ave., Topeka, Kan.

KROW NAMES CUCKOO

THE MASCOT of the KROW Oakland, Calif., *Nick and Noodnick* program, a mythical cuckoo whose call is used as time signal, is no longer nameless. He will be known as "Cuthbert the Cuckoo," the name judged the winner in a contest conducted by disc m.c.s.

AGGIES GAMES RE-RUN

KTVQ (TV) Oklahoma City has found a solution to the problem of showing its viewers the Oklahoma A&M basketball team in action. Because distance prohibits live telecasts, films of past contests are run after being carefully previewed before presentation so announcers can provide accurate, instantaneous play-by-play description during the hour-long show. The station reports great audience interest in the Saturday afternoon programs.

REVISED program format featuring "good music" throughout the broadcast day has been put into effect at WRNY Rochester, N. Y. Discussing the new program plan are (l to r) Rochester's Mayor Samuel B. Dicker, Tom O'Neill, WRNY sales staff; Jack Shefrin, general manager; George Li Butti, chief announcer, and Bert Colletta, sales staff. A two-color tabloid newspaper announcing the new format was sent to all homes in WRNY's listening area.

PROGRAM NAMING CONTEST

A CONTEST to name a new public service program, open to all military and civilian personnel at Bergstrom Air Force base, is being conducted by KVET Austin, Tex. The program, made up of informal music and news, is designed for the listening pleasure of Bergstrom personnel, their families and friends. Two table model radios will be awarded for the best program names submitted.

'KANSAS FARMER' SURVEY

THE RESEARCH Dept. of Capper Publications Inc. has published a 21-page report of 2,505 *Kansas Farmer* subscribers, titled "Readers, Family Characteristics and Household Equipment." The study is based on the answers to a questionnaire sent to one out of every 25 of the farm paper's 114,000 subscribers. In addition to facts on readership, family characteristics and household equipment, the survey lists the subscribers' buying plans projected against the total circulation, for example: 9,120 readers have decided on a television set as their next major purchase costing $64 or

CHAPLAINS COMMEMORATED

ABC RADIO was to present yesterday (Sunday) the American Legion's *Back to God* program (9:30-10 p.m. EST), commemorating the 11th anniversary of the death of four chaplains aboard the troopship *Dorchester* on Feb. 3, 1943. The inter-denomination program was to feature a statement by President Eisenhower and special talks by Bishop Fulton J. Sheen, the Rev. Norman Vincent Peale, Rabbi Norman Salit, Thomas Clark, the American Legion's national chaplain, and National Commander Arthur J. Connell.

ONTARIO OPEN HOUSE

OPEN HOUSE was held by CFPL-TV London, Ontario, on February 4 for close to a hundred advertising agency and broadcast industry executives. Two special railway cars were attached to the Toronto-London morning train to take executives to the station where a complete tour of the station transmitter and studios was held, and programs could be watched from television receivers set up in studios as well as in the Hotel London during a cocktail reception. The party returned to Toronto on the evening train. Hosts were CFPL-TV and All-Canada Television Facilities, the station's representatives.

'THREE LIVES' PROMOTION

KFSD San Diego's monthly program schedule emphasizes its Tuesday, 7 p.m. program, *I Led Three Lives*, which the station claims to be the only such promotion in San Diego. The red and yellow, easy-to-read pamphlet is divided into eight sections, half of each page devoted to promotion of the program dealing with Herbert Philbrick's ordeals as citizen, FBI man and Communist.

'FIDELICIDE' CAUTION

AN AD placed in Los Angeles *Times*' Audio Fiesta edition for KFAC that city, carries the plea, 'but don't filter your music." The ad points out that KFAC's effort and equipment for the broadcasting of fine music are wasted unless the listener's receiver is capable of reproducing that music in its full range and perspective. The ad concludes: "We hope you're enjoying KFAC's superb music to its last delicate decibel. We hope your radio isn't committing that cardinal sin of this hi-fi-conscious era—fidelicide!"

MUSIC FOR MANY

WTTM Trenton is helping to teach music to 2,700 students of the overcrowded Pennsbury, Pa., public schools by an experimental project in educational radio. A local music teacher teaches a class of 20 pupils in the station's studios while 2,700 others listen with their regular classroom teachers in their respective schools. Fred E. Walker, WTTM director of public affairs, worked out the series hoping to alleviate the overcrowded school conditions. The series will be extended to include other public schools in the listening area if all goes well, according to Fred L. Bernstein, general manager of the station.

COMIC BOOK CENSURE

AN ASSAULT on the horror type comic books has been launched by Ruth Welles, women's commentator on KYW Philadelphia. Mrs. Welles began her attack by reading portions from books she had purchased at a newsstand and she plans to explore the effect of these books from the point of view of the child psychologist, as well as interviewing representatives of the PTA and other groups. The station reports favorable public reaction and promises of support from listeners.

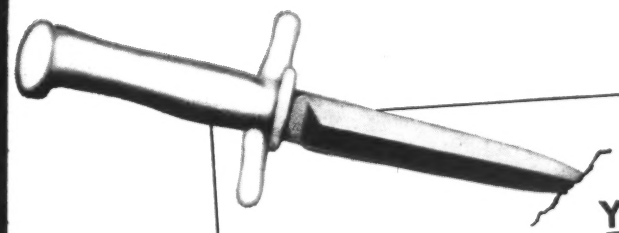
FREE TRUCKING BOOKLET

A FREE, documented study of the trucking industry, titled "Trucks in 1975." is available on request to the American Trucking Assn., Washington 6, D. C. The booklet, by Carroll J. Roush, contains facts relating to employment, salaries, expenditures, expectations and trends in the trucking industry.

BROADCASTING
TELECASTING

telecast

FILM FEATURE SECTION



YOU CAN'T MISS

WITH BRIAN DONLEVY IN

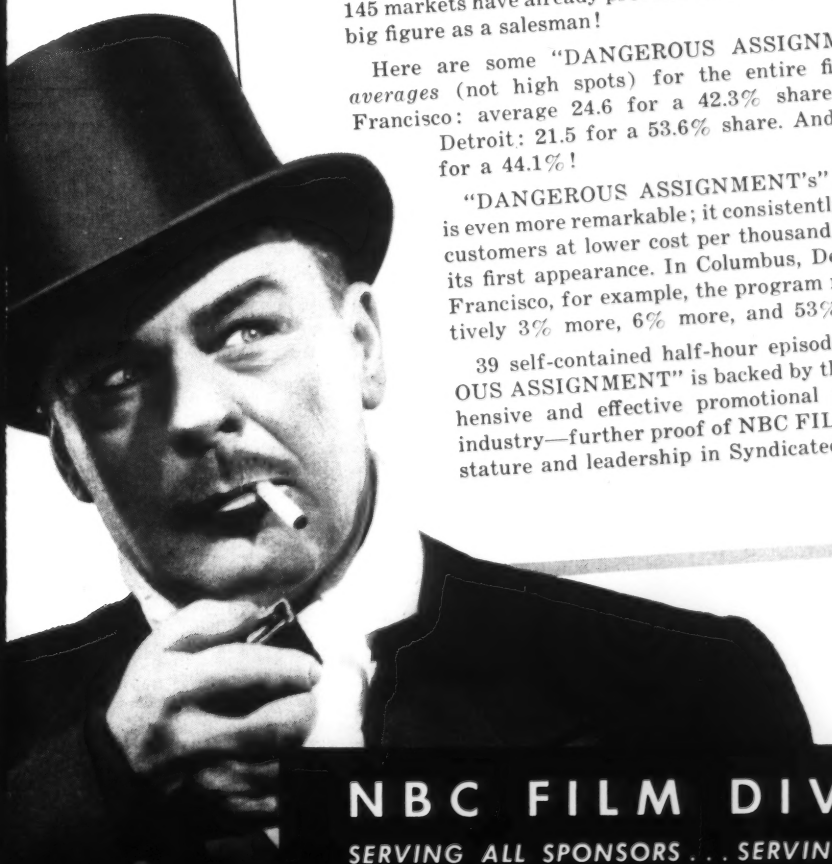
"DANGEROUS ASSIGNMENT"

145 markets have already proved Brian Donlevy cuts a mighty big figure as a salesman!

Here are some "DANGEROUS ASSIGNMENT" ARB *averages* (not high spots) for the entire first run. San Francisco: average 24.6 for a 42.3% share of audience. Detroit: 21.5 for a 53.6% share. And Boston: 16.1 for a 44.1%!

"DANGEROUS ASSIGNMENT's" re-run record is even more remarkable; it consistently reaches more customers at lower cost per thousand than it did on its first appearance. In Columbus, Detroit, and San Francisco, for example, the program reached respectively 3% more, 6% more, and 53% more people!

39 self-contained half-hour episodes, "DANGEROUS ASSIGNMENT" is backed by the most comprehensive and effective promotional package in the industry—further proof of NBC FILM DIVISION'S stature and leadership in Syndicated Television.



NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

NEW YORK • CHICAGO • LOS ANGELES

* VITAPIX DIDN'T WAIT FOR HOLLYWOOD TO MAKE UP ITS MIND... NEITHER DID MORE THAN 30 LEADING TV STATIONS...

Only Feature Pictures ever Filmed for TV

TODAY, TV viewers are enjoying these full length motion pictures even before theatre audiences. Vitapix has proved that the television industry, by combining the best of TV and motion picture techniques, and utilizing Hollywood star talent, has a formula that answers the viewers' demands for new Motion Pictures as well as the sponsors' demand for film value.

NO WEAK WEEKS. Here's a film series maintaining a uniformly high level. Top Hollywood production and direction, plus names like these—Peggy Ann Garner, Akim Tamiroff, Martha Scott, Arleen Whelan, Jeffrey Lynn, Lee Bowman, Ann Rutherford, Jackie Cooper, Don Ameche—assure top ratings every week.

TOP BOX OFFICE AT THE CASH REGISTER. Because Vitapix Feature Motion Pictures provide the station with a TV FIRST, it has outstanding advertising and merchandising value. Hollywood knows the box office of a "Prevue" and a "Premiere." So does the sponsor.

The current series of 26 pictures presents drama, mystery, comedy and adventure. 70 or 54 minute running time, black and white or color. Vitapix Uniform National Pricing Formula Applies. For availabilities and prices, phone collect.

Watch **VITAPIX**

The STATION-OWNED Producers and Distributors of TV Films

VITAPIX CORPORATION: New York: 509 Madison Ave., PLaza 8-3013 • Chicago: 30 N. La Salle St., AN 3-2950 • Los Angeles: 8949 Sunset Blvd., CR 1-7191 • New Orleans: 3190 De Saix Blvd., Valley 1837

features

- Tv films are one kind of television coverage which college football welcomes. Page 84.
- Big banks are recognizing tv film making as an industry worth investing in. Page 88.
- The ultimate in condensation: five-minute mystery shows. Page 96.

film maker

WILLIAM DOZIER

"PRODUCTION costs in television will go up, but better television will be a result," predicts William Dozier, executive vice president of Cornwall Productions as well as executive producer of dramatic programs for CBS Television in New York.

"Television sets and stations are steadily on the increase so that additional needed money will be available as advertisers will be willing to spend more money to reach this vastly increasing audience. More money will permit better production. Our greatest concern is to spend wisely. We will try to get more on the screen and eliminate all waste off the screen. This can only be achieved by more careful preparation, and that is our aim."

To Cornwall, Mr. Dozier gives his counsel and executive guidance without letting this work interfere with his work at CBS. Cornwall Productions was organized with Ella Raines as president and Mr. Dozier as executive president. Financing was arranged and distribution was taken over by Matty Fox's Motion Pictures for Television—Mr. Dozier and Mr. Fox were friends from their days at Universal. The film venture started last year when Ella Raines, whom Bill Dozier had known in Hollywood for years, approached him about a tv show, *Janet Dean*.

"For several years," he said, "I've toyed with the idea of a television series with a nurse as the leading character. A series with a nurse has an unlimited scope without forcing—on all social levels, in all locales. I thought *Janet Dean* would fit like a glove."

Thus Cornwall Productions was born. Joan Harrison was named producer of the nurse series and Walter Blake appointed production supervisor. Three Hollywood directors—Peter Godfrey, Robert Boyle and James Neilson—have turned out the first block of 13 films in the series and have already begun shooting on the second block of 13, with the first of the films to be aired in March.

In his capacity at CBS-TV, Mr. Dozier is responsible for the supervision of such shows as *You Are There, Studio One, Suspense, Danger, The Web* and *21st Precinct*.

Born in Omaha, he attended schools there and was graduated from Creighton U. with a B.A. in 1929. He spent one year at the Creighton Law School before moving on to California, where he continued his law training at the U. of Southern California for another year. In 1934 he began his first job at the Berg-Allenberg Agency as a writers' and story representative. He handled such writers as James Hilton, Sinclair Lewis, H. G. Wells, Kathleen Norris and Erle Stanley Gardner, among others.

In 1941 he went to Paramount Studios as head of the story and writer department, and in 1944 joined RKO as executive assistant in charge of production under Charles Koerner. He was appointed associate head of production at Universal-International in 1946, and his later activities in Hollywood were as a producer at Columbia Pictures for two years and later as executive assistant to Samuel Goldwyn. With Joan Fontaine, his former wife, he formed an independent company which produced two pictures—"Letter From an Unknown Woman" ("It was tremendously successful critically, but a financial flop," says Mr. Dozier) and "You Gotta Stay Happy" (which made money). Then late in 1951 CBS and television called.

Mr. Dozier says he is happy in the "new" medium. He feels television gives to creative persons a much higher degree of gratification than do motion pictures, and that these creative people need the stimulus of opinion—good as well as bad criticism—and get it faster and from more people than in motion pictures.

Mr. Dozier was married to Ann Rutherford, motion picture and tv star in October 1953. They live in a New York apartment. His hobbies include golf, tennis, Scrabble and gin rummy. He is an expert cook, too.

ZIV's NEW TV CHAMPION

"Mr. DISTRIC ATTORNE

THE BEHIND-THE-SCENES DRAMA OF OUR LAW ENFORCERS

HURRY! ALREADY SOLD IN 14 MARKETS!

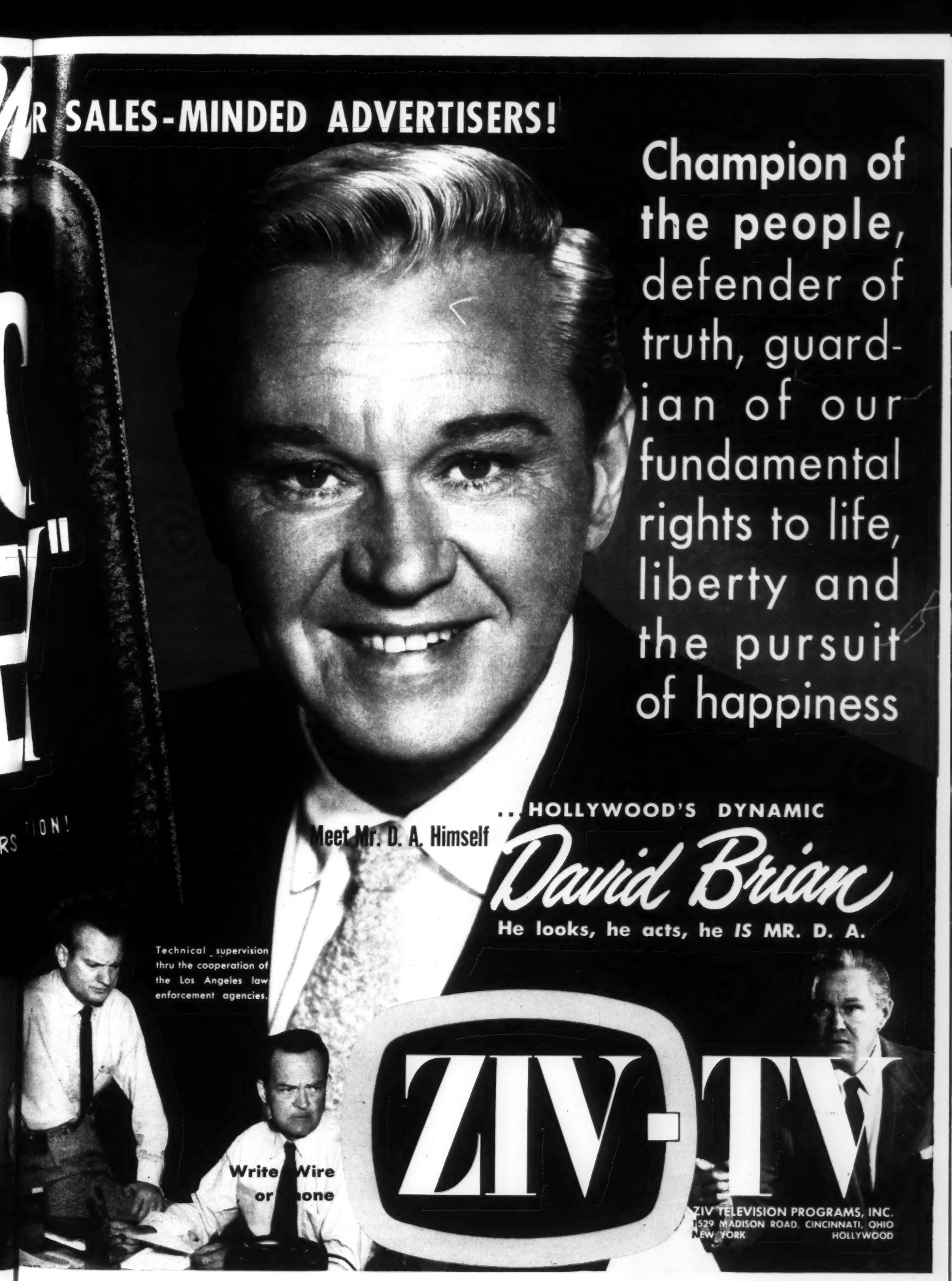
52 weeks firm in NEW YORK, PHILADELPHIA, CHICAGO, SAN FRANCISCO, LOS ANGELES, CINCINNATI, CLEVELAND, MINNEAPOLIS, KANSAS CITY, DALLAS, DETROIT, HOUSTON, BALTIMORE, AND WASHINGTON!

Hurry! A quick decision may hold your market!

THE INSPIRED NEW SERIES THAT OUTSHINES THEM ALL FOR DRAMA, ACTION, REALISM!

Inside a real INTERROGATION ROOM
Inside a real SHOW-UP ROOM
Inside a real COURTROOM
Inside a real CRIME-LAB

R SALES-MINDED ADVERTISERS!



Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness

Meet Mr. D. A. Himself

... HOLLYWOOD'S DYNAMIC

David Brian

He looks, he acts, he *IS* MR. D. A.

Technical supervision thru the cooperation of the Los Angeles law enforcement agencies.

Write Wire or hone

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

By Leo Kovner

a sports jackpot for tv

A sports fan who had never owned a camera hit it when he decided he could do a better job of football coverage than what he'd seen on tv. Film is the way he does it.

FROM a gleam in the eye of William J. (Bill) Parry Jr., president of Sportsvision Inc., the nationwide delayed sports telecast film group has come a long way.

Shortly before the start of the 1950 football season, Sportsvision existed only in the mind of Mr. Parry, an Oakland, Calif., labor relations expert and former college basketball player. Still a sports fan, he felt he could do a better job of football coverage than what he'd seen on tv, despite the fact, as he now cheerfully admits, "I'd never even owned a Kodak until then."

With the financial aid of friends and relatives, he quietly formed Sportsvision Inc., and with the ink scarcely dry on the incorporation papers, proceeded to the offices of Kenneth (Tug) Wilson, Big 10 Conference commissioner. He explained to Mr. Wilson that he was after the delayed, not the live telecast rights. Evidently his enthusiasm and obvious knowledge of sports were enough to carry the day, because he wound up with a year's contract for the Big 10 games. Using this, he was able to sign up the Pacific Coast Conference and other national collegiate football powers.

From Cold to Hot

Next, without knowing a single executive, he and partner Walter Botelho walked into the offices of ABC-TV New York. After the normal struggle to reach the appropriate executive in the ABC organization, they were able to show their contracts and convince the network they had tied up tv film rights of many major universities. With the start of the football season just two weeks off, ABC-TV took the Sportsvision series, signing Pontiac division of General Motors Corp. as sponsor on 49 stations.

Since then, Sportsvision has never lacked a sponsor. In 1953, the firm's schedule of Pacific Coast Conference, Big 10, Big 7 and independent games and features was used by such advertisers as Tidewater Associated Oil Co., San Francisco; Phillips Petroleum Co., Bartlesville, Okla.; Franz Bakeries, Seattle; plus a number of local and participating sponsors on more than 100 tv stations in various parts of the country.

The sports film group wound up in the red in 1950, despite an $85,000 gross. However, by conclusion of the 1952-1953 fiscal year, ended Sept. 1, 1953, the company was in the black with a gross over $500,000. This uncompleted fiscal year, the biggest in the firm's history, promises much more black ink in Sportsvision's ledgers.

Recently, for the third consecutive year, Sportsvision was awarded a contract as exclusive tv film producer and sales representative for all Pacific Coast Conference intercollegiate athletic contests for 1954-1955. Normally a tv film group, Sportsvision, as a step toward year-around tv programming of intercollegiate sports, will telecast live most spring events (baseball, crew, tennis, golf, wrestling, boxing, swimming, etc.) of the U. of California and Stanford U. over KGO-TV San Francisco, under terms of another recent contract between the tv firm, acting as PCC representative, and the station. Even on those live tv telecasts which Sportsvision does not produce, the firm acts as conference representative in negotiations with the producer for all PCC games approved for live telecast by the NCAA.

William Parry has picked up a lot of tv know-how over the past few years, and he needs it. Every weekend during the past football season over 130,000 feet of film from important games all over the country was processed in the firm's Hollywood production offices. There, after a strenuous session of printing, writing, cutting and adding sound and commentary, eight weekly features would go out to the stations.

WILLIAM J. PARRY JR.
His formula: filmed sports

These included *All American Game of the Week, Phillips Big 10 Game of the Week, Phillips Big 7 Game of the Week, Tidewater Associated PCC Game of the Week, Big 10 Football Highlights* and *PCC Football Highlights.*

In some instances, stations wanted prints within a matter of hours after the game. Sportsvision's boast about piercing the "time barrier" is close to an accurate description of the firm's operation in meeting these demands. When Notre Dame beat U.S.C. 48-14 last Nov. 27, a release print was in New York for telecast over WABC-TV shortly after noon the following day. Since the program was scheduled for that evening, the completed print of the game, which had been played less than 24 hours previously, actually had to wait for air time.

Local Mobilization

To do this job during the football season, Sportsvision mobilizes an average of eight crews a week across the nation. If possible, these men are recruited from the vicinity of the game selected by the company's executive group to be covered that week, but if competent personnel cannot be found, a crew is flown in from Hollywood.

Each crew contains three cameramen, two to shoot from the press box and one from the sidelines. One press box camera records every play, while the other shoots such slow motion as is required. The sideline camera is used for play closeups and crowd color. Beside cameramen, crews include spotters and recorders, who make notations on the ball carrier, yardage gained or lost, tackler and other pertinent data on every play of the game. This is used later in writing the narrative.

After out-of-town games, the undeveloped 16mm film, together with notes, is loaded on a plane for Hollywood, where a full crew is waiting to work on the footage under direction of production manager Donald R. Schwab. Also waiting are full crews at Acme Film Laboratories and Universal Recorders, two Hollywood firms which coop-

(Continued on page 95)

UTP Proudly Presents . . . A distinctly New and Authentic 1st RUN Family-Situation Adventure Series . . . *with a Salty Tang!*

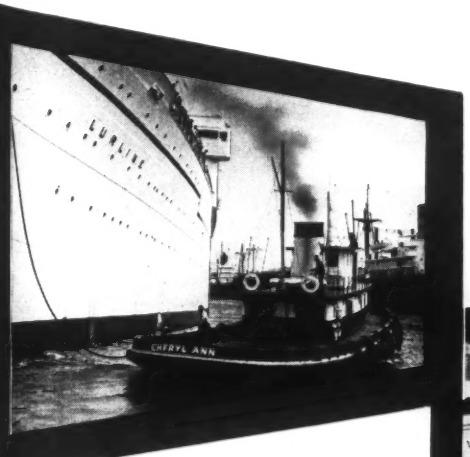
OLD--FIRST WEEK
STANDARD OIL
7 WESTERN STATES
SEALTEST ICE CREAM
3 MARKETS
FALL CITY BEER
3 MARKETS
LL AVAILABLE—in many markets

"WATERFRONT"

starring

PRESTON FOSTER as Cap'n John of the good tug Cheryl Ann

WATERFRONT★ with its authentic locale really lives. The people of the docks, the tugs, the gulls, the noises, and the smells of the wharf all come alive as you work, fight, worry and love with the men and women who are all part of this colorful WATERFRONT.



WATERFRONT—The only TV film series today that could not possibly be done live. (It was shot on location at picturesque Los Angeles Harbor, San Pedro, California.)

WATERFRONT—with the **largest** running cast of recurring characters of any TV series, live or filmed.

WATERFRONT—where **every** foot of film was shot specially for this production.

WATERFRONT—the **only** TV series available whose scale and characters develop an endless supply of action-adventure and family-situation plots.

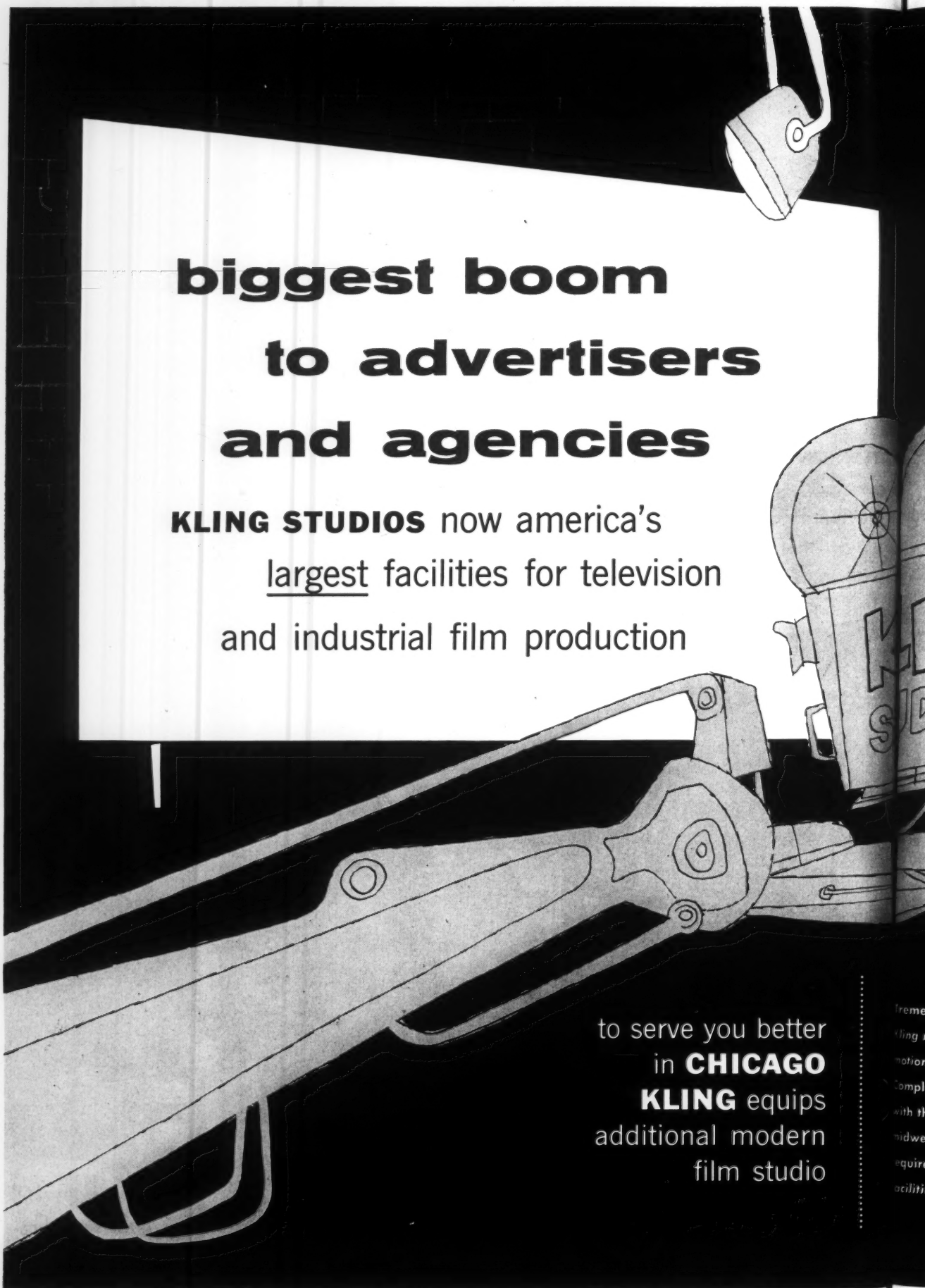
WATERFRONT—IS A PRESTIGE BUILDER FOR THE WHOLE FAMILY. A NEW SERIES, STARTING WITH 26 FIRST RUN ½ HOURS, FRESH AND ALIVE WITH REAL PEOPLE.

WRITE — WIRE — PHONE
HOME OFFICE
650 NORTH BRONSON • HOLLYWOOD
HO. 9-8321 • TWX—LA 1432
NEW YORK—444 MADISON • PLAZA 3-4620
CHICAGO—360 N. MICHIGAN • CENTRAL 6-0041

WATERFRONT is a ROLAND REED PRODUCTION

PRODUCERS OF: My Little Margie, Beulah, The Stu Erwin Show, Rocky Jones, Space Ranger

United Television Programs, Inc.


biggest boom
to advertisers
and agencies
KLING STUDIOS now america's
largest facilities for television
and industrial film production
to serve you better
in CHICAGO
KLING equips
additional modern
film studio

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chicago
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DElaware 7-0400
represented in the following cities:
CLEVELAND
DETROIT
NEW YORK
PITTSBURGH
SAN FRANCISCO
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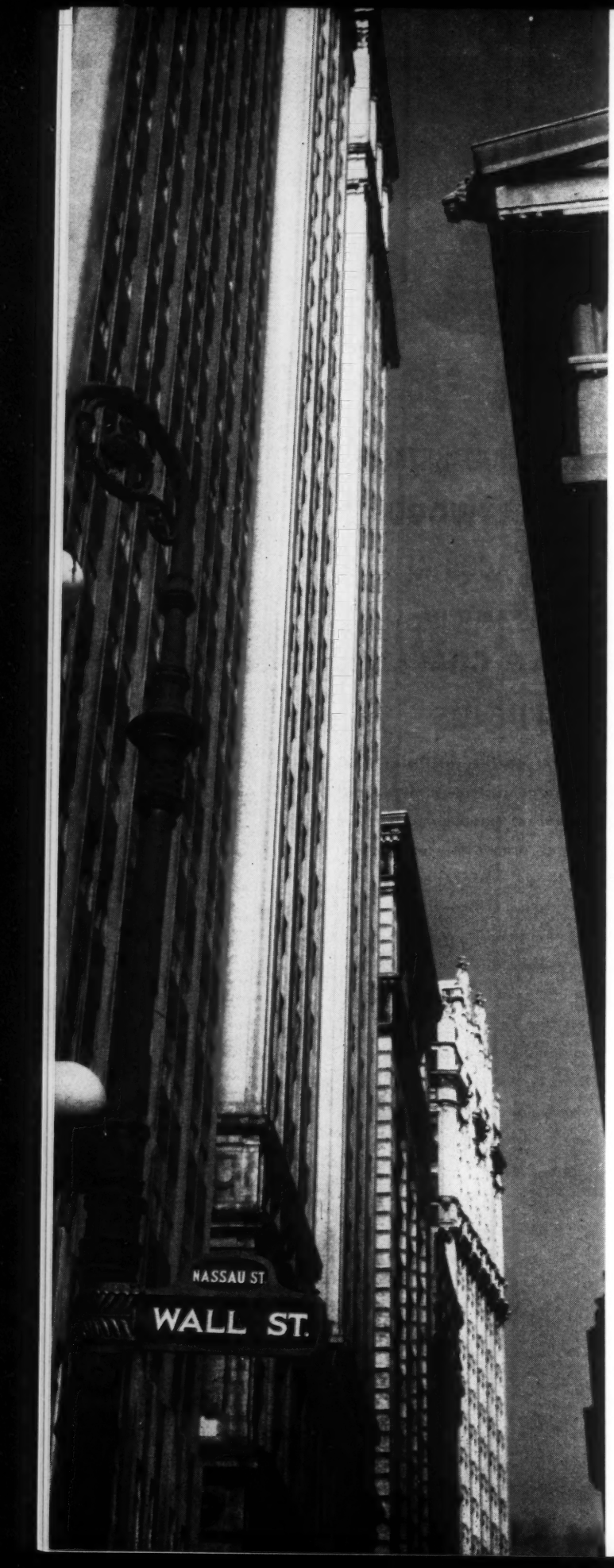
ST. LOUIS
LING
SUDIOS INC.
TO SERVE YOU BETTER
IN HOLLYWOOD,
KLING ACQUIRES
THE FAMOUS
CHARLES CHAPLIN
STUDIOS
Professionally perfect facilities, the Charles Chaplin Studios—giant sound stages, permanent exterior and interior sets, extensive properties, construction and paint shops, wardrobes, editing rooms—all now under the Kling banner! For the first time *complete Hollywood facilities* for TV shows and commercials; industrial, training and institutional films for business and industry. This new expansion is additional proof of Kling's winning formula: *Advertising Knowmanship plus Hollywood Showmanship!*
Tremendous expansion in Chicago, too!
Kling now offers the largest and most modern motion picture facilities in the midwest.
Complete in every way, this new production center, with three giant sound stages, brings to the midwest facilities equal to the most demanding film requirements. *Kling . . . for the largest film facilities in the midwest!*



BIG BANKS GO INTO

their investments are key to

BIG investment money has discovered Hollywood's zooming tv film industry.

At last the investment giants are starting to lend official recognition to this industry.

They are lending their recognition in a language Hollywood understands—money.

Signs of tv interest began to appear a year ago among representatives of the major money marts. Their interest took the form of experimental loans where they were at least reasonably sure that video packages might return suitable profits.

Now the money hold-out days appear to be near an end, judging by the way top-flight investment units are opening their safes. Hollywood's television industry, it appears, has finally arrived in Wall Street.

A B•T roundup of current tv film production reveals such investment houses as Bankers Trust, Chemical Bank & Trust, California Bank (Los Angeles), Walter Heller & Co. and Stillman & Stillman.

Many obvious and often exciting trends are catching the astute eyes of these barons of finance as they probe deeper into what makes Hollywood cameras click—especially the tv cameras.

Right at this moment, they note, 26 solvent film companies are producing 44 television series in Hollywood. They are either sponsored, syndicated or contracted for by distribution firms, advertisers or networks.

The 1954 Hollywood schedule, a quick check reveals, involves more than $50 million in tv film production. This doesn't include commercial spots but merely the half-hour shows. Many are in story board or script stage and aren't included in the $50 million figure, plus some projects in the pilot stage.

More Tv Than Movies

While major studios are enjoying renewed activity as they concoct new ways to hold the sudden revival in movie patronage, Wall Street and the money marts of other centers are cognizant that the West Coast colony is turning out more film for television than for theatres.

Big financiers note, too, that large-scale operations may solve some of the economic problems that inevitably appear in any new industry. With financial backing, some of the production and distribution operations will be combined. Already there are definite signs of a trend toward fewer but stronger and better-financed operations.

Several new firms have appeared in recent months but the total number of Hollywood independent tv film production units is dropping noticeably. In many instances their demise has been due to lack of capital.

At the same time there have been many expansion projects among production and distribution companies. Others are in the negotiation stage. Several production-distribution combinations have strengthened their position in the industry.

Then there's color tv—exotic, expensive and exciting in the best Hollywood tradition. The color era is a dollar-and-cents matter, however, to those who handle the nation's investment money. Al-

TV FILM FINANCING

stability in western tv filming

ready the cans are stacked high with color film produced in anticipation of the color era.

But color is a long-range matter to those whose investment problems are of an immediate type. They figure, as a rule, that color tv film programs will be in the minority for at least three years despite the publicity that accompanies current colorcasts. After all, investment bankers know that color equipment in the home is at least two years off, on a mass basis, and they figure it will be merely a show-case item for dealers in the months just ahead.

Investment men are aware that many advertisers are in no hurry to dash into color films at this time nor are they likely to be stampeded into costly production costs for some time to come.

No man charged with the placement of money in American industry is likely to ignore the interest agency and advertiser executives are showing in color tv demonstrations. Re-packaging of many products in anticipation of color has not gone unnoticed.

With all these symptoms of a new color era, though, financiers will watch set manufacturing and circulation closely and at the same time carefully watch the growing popularity of black-and-white service. They are keeping check, too, of the imminence of tape-recording for black-and-white and color television.

Measurements of Growth

Financial men measure Hollywood's tv growth in many ways—particularly the type of work that talent and technicians are performing. Now aware that more workers are employed in television than in theatrical film production, they have learned that over half of Screen Actors Guild's 8,000 members are appearing in television films though total "man days" may be greater in regular movie activity due to the speedier production in the video industry.

A check by B•T recently showed that tv films employ about 40% of Hollywood directors; over 50% of assistant directors; 40% of film editors, cameramen and sound technicians; over a third of established screen writers and 40% of the members of IATSE's 18 film locals [B•T, Dec. 14, 1953].

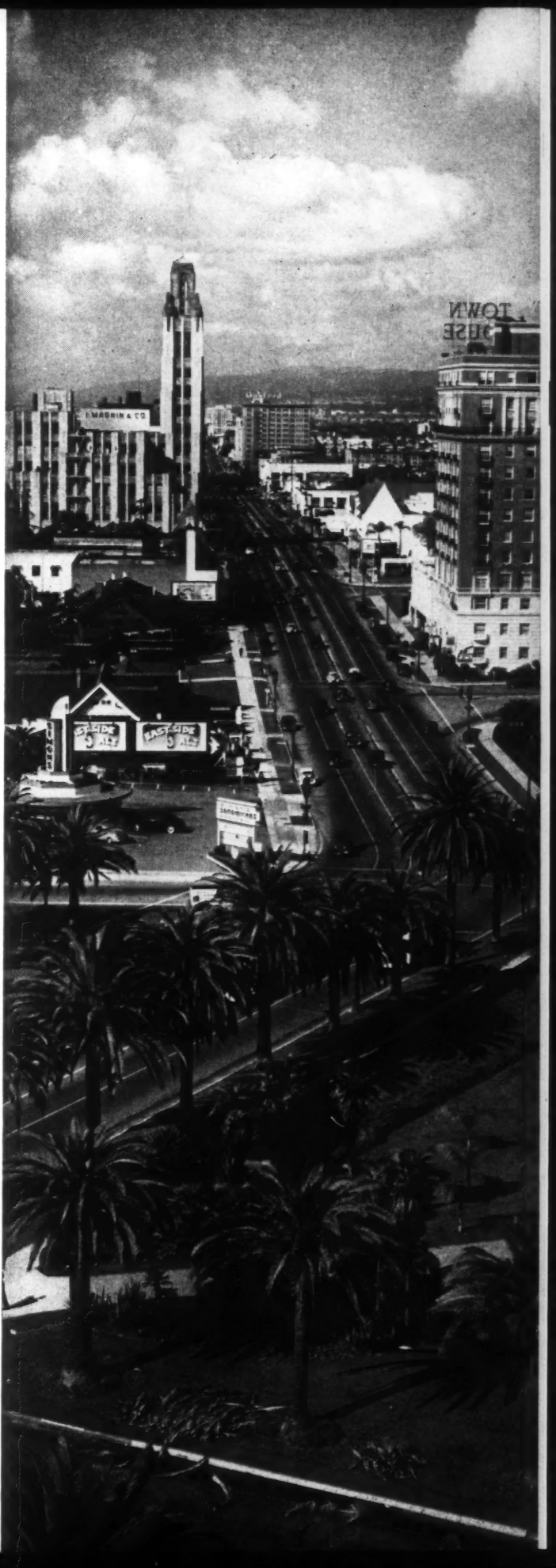
Bankers Trust, New York, was one of the first investment houses to get into the Hollywood tv field, providing Mark VII Productions Inc. with funds for its NBC-TV *Dragnet* series. It is understood to have provided $600,000 for the last 26 NBC-TV *Hopalong Cassidy* films.

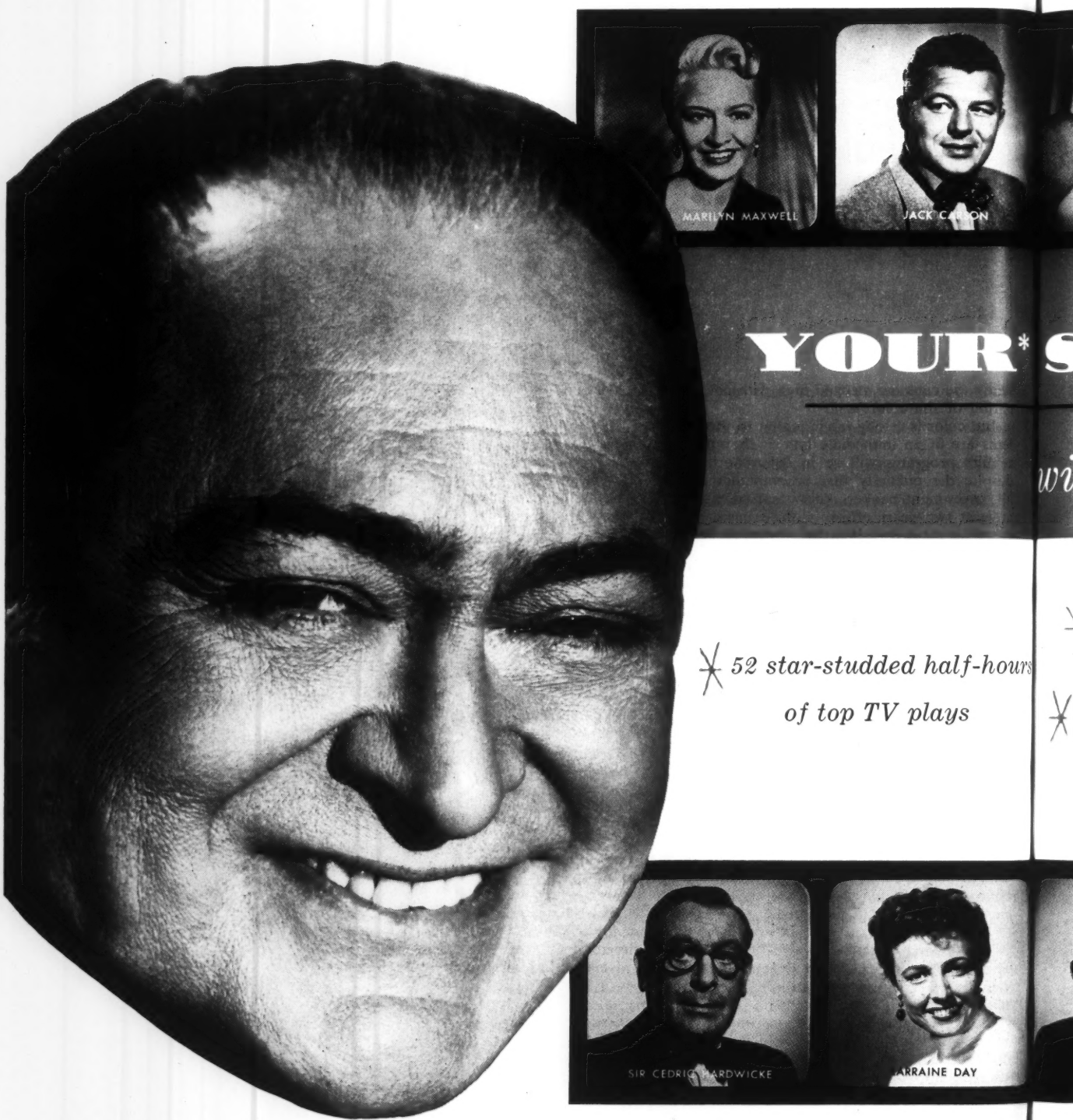
In addition Bankers Trust has backed other television production companies and additional deals are being negotiated.

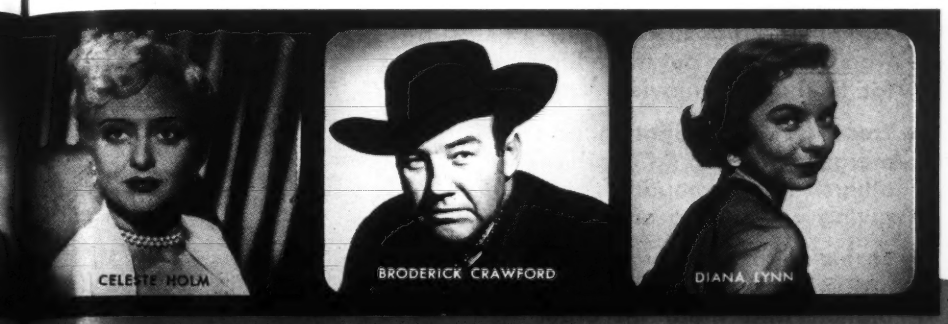
Chemical Bank & Trust Co., New York, is another to meet the changing times, backing Telemount-Mutual Productions Inc. in the first 13 films of *Cowboy G-Men* tv series. The deal reportedly included a cash payment of approximately $275,000 to Walter Heller & Co., Chicago factoring firm, which had previously supplied money for the series.

Deal for Chemical Bank to provide financing of $1,200,000 for 39 tv films in the *Authors Playhouse* series was negotiated late last month by Eugene Solow and Brewster Morgan, heads of the production company.

The half-hour dramatic plays, each budgeted at around $30,000 will be adaptations of published works by American name authors,




MARILYN MAXWELL
YOUR*
52 star-studded half-hours
of top TV plays
SIR CEDRIC HARDWICKE
tpa

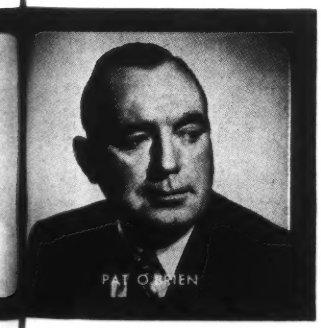


a TPA sales-builder

* STAR SHOWCASE

with your host, Mr. Edward Arnold

- *rollicking comedy / taut drama*
- *tender romance / exciting adventure*
- *spine-tingling mystery and intrigue*



A successful, tested program . . . first run in over 150 markets

Your* Star Showcase, with Edward Arnold as host, is a proved program—with a fresh, audience-building format. Even in markets where it appeared as The General Electric Theatre, it is *new* to more people than the number who saw the first run. And the addition of Arnold assures even larger audiences.

Your* Star Showcase offers local and regional advertisers 52 different, *top quality*, network-calibre programs with a proved, *impressive* audience record. The series boasts ratings† of 20.3 in Chicago . . . 30.5 in San Antonio . . . 22.9 in Cleveland . . . 32.6 in Kalamazoo . . . 47.4 in Charlotte, etc.

Your* Star Showcase is a series to which the phrase "presents with pride" truly applies. It is great drama. It is a weekly parade of marquee names . . . sparkling scripts . . . tight direction . . . lavish production.

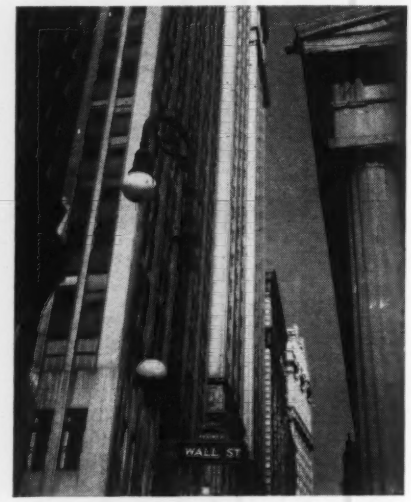
On all counts, Your* Star Showcase can be *the* showcase for your product. Call, write or wire for the complete story.

***Advertiser or brand name.** †*Videodex, February, 1954*

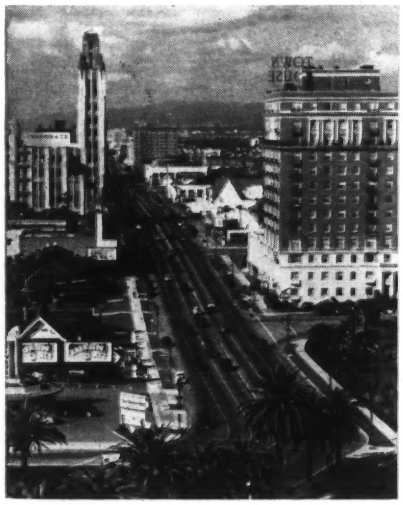
television programs of america, inc.

729 SEVENTH AVENUE, NEW YORK 19, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

WHY HOLLYWOOD TV FILMING ATTRACTS BIG MONEY



- **Zooming Production:** Hollywood is turning out more film for tv than for movies.
- **Trend to Consolidation:** By merger of some and death of others, little companies are giving way to big ones.
- **Stable Market:** Fewer films are being produced on speculation and more on order from sponsors, distributors.
- **Stable Employment:** More talent and technicians are employed in films for tv than in films for movies.



with shooting to start early in March at California Studios for September delivery. Star talent will be cast in the top roles.

Matthew Fox, chairman of the board of Motion Pictures for Television Inc., is said to have Chemical Bank support in his firm's $30 million program of film production for syndication. Production of *Duffy's Tavern,* to be produced as a series of 117 filmed programs at rate of 39 per year for three years, will represent a total expenditure of approximately $5 million, it was pointed out. The firm has six additional top name series on its schedule for syndication, with all, including *Duffy's Tavern,* to be filmed in color as well as black-and-white.

Milton Gettinger, New York attorney, who passes on motion picture and tv film loans made by Chemical Bank, said in Hollywood late last month he was looking into the RKO Radio Pictures Inc. situation. More than a year ago he made an undisclosed cash offer for Howard Hughes' stock in the production-distribution company "for myself and not for anybody else".

Active for many years in the financing of independent pictures, the Heller organization recently increased its revolving fund by $1 million for expansion in the tv field. It also closed a deal with Television Programs of America for financial backing in the forthcoming *Ellery Queen* tv film series.

John Ireland has been set for the title role in that production. Shooting will start this month (Feb.) at Motion Picture Center. Norman and Irving Pincus will produce the series under Norvin Productions banner, a subsidiary of Tv Programs of America.

When tv film producers Jack Gross and Phil Krasne bought out associates Gerald King, Milton Blink, Sam Costello and Ben Frye [B•T, Oct. 5, 1953] in United Television Programs Inc. last October for "in excess of $250,000", the purchase financing was handled by Stillman & Stillman, New York factoring concern, and bank representative Vilem Zwillinger. Stillman & Stillman is reportedly also handling production cost financing on the *Lone Wolf* tv film series now being shot by Gross-Krasne Inc. at its California Studios for syndication by UTP.

Messrs. Gross and Krasne acquired the well-equipped California Studios in a U. S. referee-in-bankruptcy sale for more than $200,000 in Nov. 1952 [B•T, Nov. 24, 1952]. It was part of the estate of the late Harry Sherman, movie producer.

The newly organized American National Studios Inc. syndicate which bought the 4½-acre Eagle-Lion Studios in mid-December for more than $1 million has set aside another $1 million as a revolving fund for "outside" tv film deals. This is in addition to its own planned large scale production.

Group Among Hollywood's Largest

This group is one of the largest in Hollywood's tv film history. It brings some key financial figures into the industry [B•T, Dec. 21]. Bernard Prockter, who sold his syndication PSI-TV [B•T, Dec. 14] a few months ago to Ely Landau, head of Ely Landau Inc. and Martin Ross, president of Emperor Films, heads ANS as president and executive producer, with Fred Levy Jr., Los Angeles realtor and financier, board chairman. Mr. Levy represented the Ralph E. Stolkin-headed syndicate in its negotiations to purchase RKO Radio Pictures Inc., in fall of 1952. The deal, however, fell through.

Edward Conne, one of the organizers of World Broadcasting System and more recently partner in Conne-Stephens, tv film production company for the Prockter packages, is executive vice president in charge of ANS studio operations. William Stephens is production chief.

Other principals who serve on the board include Edwin W. Pauley, independent oil operator and political figure; Daniel F. Reeves, broker and president of Los Angeles Rams, pro football team; Bertram C. Gamble, president of Gamble Skogmo Co., Minneapolis Gamble's Western Auto Supply Stores); Edward D. Matz, president of Kurley Kate Corp.; Chicago (stainless metal sponge); and F. R. Long, independent oil operator and vice president of Mohawk Oil Co., Los Angeles.

Messrs. Landau and Ross in their newly formed National Telefilm Associates Inc., have set up an entirely new concept in tv film production-distribution. It embraces use of franchise holders as distribution agents and production financiers.

Besides distribution of the old Bernard Prockter product along with Mr. Landau's own filmed shows, the new firm will move into the production field on its own. NTA will also help finance outside production and work straight distribution deals for independent producers.

California Bank, Los Angeles, with several branches in Southern California, is known to have financed segments of the tv industry, and state-wide Bank of America has done likewise, with both now starting to expand their financing operations in video.

Those are some of the projects underway in Hollywood as financiers look into the West Coast colony with new interest. They are turning an appreciative eye toward some of the profit sheets of both producers and distributors.

With 83 stages available for rental to Hollywood tv film producers, a survey by B•T shows that better than half of these stages actually are being used for video productions. The list of stages in use includes 10 each at California Studios and RKO Pathe; nine at Motion Picture Center; 18 at Republic Pictures; eight at Samuel Goldwyn Studios; seven at General Service Studios; six at First National Studios (formerly Eagle-Lion); five at Hal Roach Studios; three at Walt Disney Studios; three at KTTV (TV); two at Kling Studios (formerly Charles Chaplin Studios); one each at Filmcraft Productions and Jerry Fairbanks Studios. Two more studios have stages under construction.

Not included are two stages at Columbia Pictures, devoted exclusively to Screen Gems Inc. video filming and the one stage and

Picture Credits

Page 88: David W. Corson from A. Devaney, N. Y.
Page 89: By Ewing Galloway, N. Y.

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Whereas California Studios is currently exclusively tv, the video ratio at Motion Picture Center is two-thirds, General Service six-sevenths, Goldwyn one-half, RKO-Pathe three-tenths, with the remainder taken up by Panoramic theatrical films. Republic has a minimum of one-third reserved for tv while continuing theatrical film production.

An example of what tv filming has done for the independent studios is best shown by the emergence of General Service Studios from bankruptcy. Beset by financial difficulties these past three years and in bankruptcy court, owners James, George, Henry and Ted Nasser in mid-July repaid a more than $1 million loan balance to Bank of America to retain the property. The brothers attribute saving of their studio entirely to rental of space and facilities.

Of the seven huge stages, five are under term lease with the other two available to free lance independents. Tenants include Joan Davis Enterprises (NBC-TV *I Married Joan*); McCadden Productions (CBS-TV *Burns & Allen Show*); Jack Chertok Productions (CBS-TV *Private Secretary*) and that firm's other productions; Denmac Productions (NBC-TV *Dennis Day Show*); Stage Five Productions (ABC-TV *Adventures of Ozzie & Harriet*).

On a term lease for more than $1 million, Kling Studios Inc., Chicago, has taken over the old Charles Chaplin Studios on Sunset Blvd. and La Brea for its expanded Hollywood operations. Although the Chicago firm has already moved its Hollywood animation and editing departments onto the lot, the entire layout is undergoing extensive remodeling and renovation, according to David S. Garber, studio manager.

A third sound stage is being constructed and many other new features will be added for tv film production, it was said. Kling's own production activities, under supervision of Lee Blevin, will start this month.

Purchase of the old Warner Bros. Studios lot on Sunset Blvd. in late December [B•T, Dec. 28] by Paramount Pictures Corp. to house its subsidiary KTLA (TV) has given credence to the long standing report that the motion picture company will become active on a major scale in tv film production for syndication.

Now being remodeled, with many innovations to be added, it is generally believed the 10 acre site will become the production center not only for the station's film syndication through Vitapix Corp. which KTLA recently joined [B•T, Dec. 21] but for other such production. Consensus is that Paramount Pictures will set up a new subsidiary, similar to Columbia Pictures' Screen Gems Inc., producer of NBC-TV *Ford Theatre*.

Springboard to Future

At time of the property purchase, Klaus Landsberg, vice president of Paramount Television Productions Inc., and station general manager, indicated such activity when he stated the new facilities will permit expansion of KTLA's programming along national syndication lines and also be the "springboard for future operation".

In addition to four large stages, the acreage includes a 100 by 140 foot storage building which, if necessary, could be converted into film shooting space; a completely equipped building for broadcasting purposes (it formerly housed KFWB when owned and operated by Warner Bros.); an office building and another structure now occupied by Warner Bros. Cartoons Inc., under five-year lease arrangement.

Desilu Productions, producers of CBS-TV *I Love Lucy* and *Our Miss Brooks* and headquartered at Motion Picture Center, in addition to providing physical production facilities and personnel for other such companies (three at the moment), has an estimated $5 million in product set for this year. There is also available money for future packages it might develop.

Revue Productions, subsidiary of MCA and headquartered on Republic's lot in north Hollywood, budgeted around $3 million for five series, with three more in planning stage. Revue produces ABC-TV *Pride of the Family*, *Pepsi-Cola Playhouse*, syndicated *City Detective* and *Kit Carson* series (Coca-Cola), CBS-TV *Meet Mr. McNutley* and has started an as yet untitled feminine newspaper correspondent series starring movie star Joan Crawford. The Pepsi-Cola renewal for 13 weeks of the ABC *Pepsi-Cola Playhouse*, involves approximately $325,000 in production budget.

Ziv Tv executives a few months ago revealed it, too, has around $5 million earmarked for Hollywood film production in

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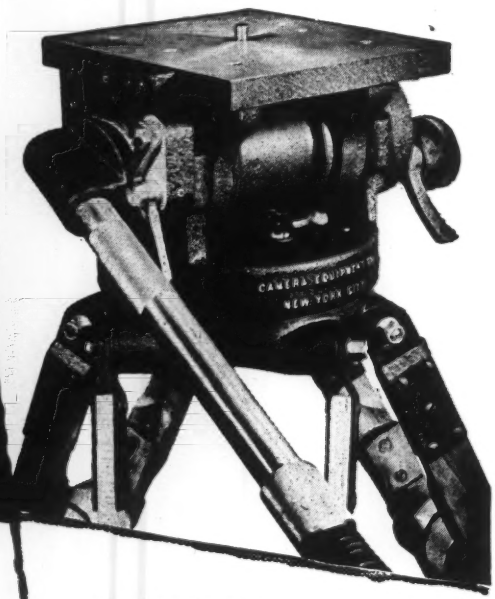

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1954. Two new shows, *Corliss Archer* and *Mr. District Attorney* are scheduled to go into production almost immediately at California Studios.

With addition of these programs, plus resumption of *Cisco Kid* the company will have five shows in Hollywood production before start of spring. Currently being shot is *My Favorite Story* and *I Led Three Lives*. It is expected that Ziv Tv will utilize its three leased stages during the peak production period.

A total of 74 half-hour shows at cost of about $1,093,000 will be produced for Guild Films syndication in the next four months, Reuben Kaufman, president, announced late last month upon his return to New York from Hollywood.

Expressing full confidence in the continued advance of tv during 1954, he noted that the current budget for the company's three tv film series will be about half its total production allocation this year. Plans call for 26 new episodes of the *Liberace Show;* 34 new episodes in *Life With Elizabeth,* and 14 for *The Joe Palooka Story* bringing this series to 26.

That's the Hollywood production picture as television enters another new year—a year that's certain to show a skyward-bound trend line on the economists' video charts, judging by the consensus of those who analyze filmland activities.

There's business in the Hollywood air, and it's big business. And where there's big business there are investment houses.

Hollywood has arrived in Wall Street, and vice versa.

a sports jackpot for tv

(Continued from page 84)

erate closely with Sportsvision in rapid processing of prints for releases.

From the airport the film is rushed to Acme, occupying the first floor of the same building in which Sportsvision is located. There, using special equipment and processes, a work print is ready in 2½ hours. Upstairs, in Sportsvision, a crew of four negative cutters, five positive film editors, two assistant film editors, five writers and five members of the firm's executive staff quickly cut the print down to important plays, plus crowd and game color inserts. (Most members of Sportsvision cutting and writing crew are part-time staff members, holding down jobs in the motion picture and other industries during the week and picking up an extra paycheck from Sportsvision for their weekend work.)

A narrative script is written and checked simultaneously with the film negative against the completed work print, after which the work print and script are rushed to Universal Recorders. There, one of Sportsvision's three commentators—Tom Harmon, Bill Brundidge or Jack Shaw—records the sound track. Play-by-play script is usually in skeleton form, merely indicating to the commentator what is going to happen so he can accurately "call" the play as if it were actually happening.

With narration, sound and music transcribed on tape and synchronized with the cut negative, Acme finishes the release prints on another special machine, capable of turning out six half-hour prints an hour. Meanwhile, Sportsvision's staff checks air express schedules and speeds the print to the airport for the stations wanting quick release.

The rush prints out of the way, the staff takes a deep breath and concentrates on production of other football programs. These include the regional *Highlight* series, not shown on the air till later in the week.

Roughly, complete cost to Sportsvision to produce each football game on film, from shooting the game to shipping the prints to the stations, runs from $3,500 to $5,000.

The firm maintains headquarters in San Francisco, its production department in Hollywood and sales offices in Hollywood, Chicago and Seattle. In addition to distribution of its own sports features, Sportsvision plans to handle sales for both sport and non-sport tv features made by other producers in the future.

Time was when, with the end of football, Sportsvision would strip its operation down to a skeleton crew for the rest of the year. However, besides its new California-Stanford live tv spring sports series, the firm is branching out and offering tv stations a group of diversified sports features including *Play Golf with the Champions, Sports 30* and *Sports Quarter*. The last two are, respectively, half- and quarter-hour features on all sports, beginning Christmas week on a local and participating sponsor basis.

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Body found, crime solved—all in 3½ minutes in *Capsule Mysteries* show.

Murder in Minutes for Tv

THOUGH Charles Michelson believes he has introduced a tv film production concept he likes to call "the assembly-line technique" in his five-minute series, *Capsule Mysteries*, he is worried about semantics.

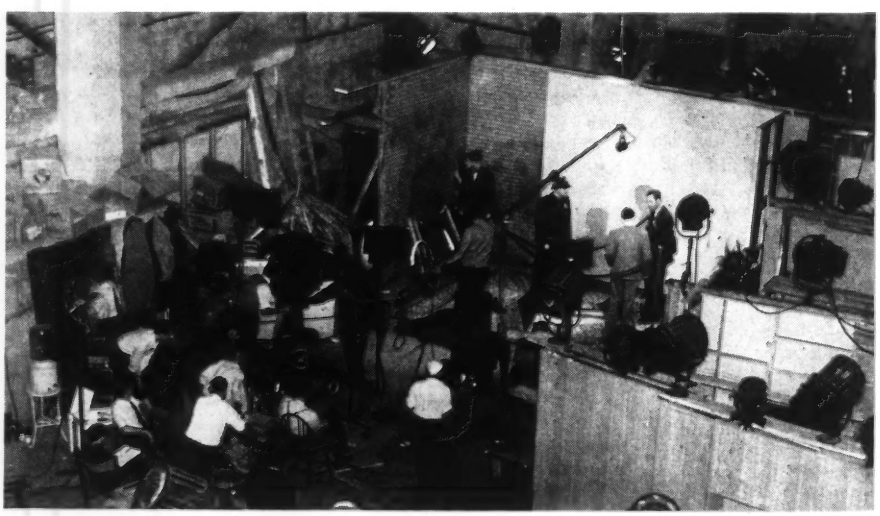
He is quick to disabuse clients and colleagues of the notion that "assembly-line," as he means it, refers to a product made in a hurry for mass consumption. He stresses that his interpretation connotes that *Capsule Mysteries* were produced with stopwatch precision and coordinated movement to exploit to full advantage the split-second time-table that had been established for use of sets and availabilities of actors and production personnel.

To point up the importance of timing in Mr. Michelson's first venture in the tv filmed programming field, he arranged a four-week period of "dry run" for all personnel before actual production began so that everyone would know what was required of him during the real thing.

Mr. Michelson, a veteran of the radio transcription field of 18 years standing, conceived the idea of a five-minute mystery tv film series last April and assigned Gil Braun to write the scripts. Mr. Braun is a longtime radio and television writer, whose credits include *Plainclothesman, Ellery Queen* and *Famous Jury Trials* on tv, and *Frank Merriwell* and *Avenger* on radio.

"I felt that in order to give the series the quality it deserved it required a lot of new faces and a lot of sets," Mr. Michelson explained. "I am very proud to say that in the 39 episodes we have completed of *Capsule Mysteries*, we used 153 actors and 62 sets. When you consider that each episode runs about 3½ minutes, with the rest of time open for commercials, you can see we attained a wide scope of visual appeal and a wide range of acting talent."

In order to make full use of the sets in Montreal, where the series was produced, Mr. Michelson effectuated "the assembly line technique." If, for instance, various scenes from various episodes were to be



Here's stage in Montreal where 39 episodes of new series were shot.

shot in a forest, he arranged for the production to be completed on all scenes before the set was dismantled.

Mr. Michelson reported that *Capsule Mysteries* will be distributed by Charles Michelson Inc., starting on or about April 1. He said he has had inquiries from various advertisers, including one company that is considering sponsorship in 40 markets.

Mr. Michelson hesitated to make a definite claim that *Capsule Mysteries* was the only filmed dramatic series of five-minute length, but said he believes he established "a first" with its production. He was influenced to start the project, he said, because he felt it could fit into various programming schedules and into various advertisers' budgets.

Rates per five-minute program range from $17.50 in small markets to $98.75 for some stations in Los Angeles, Chicago and New York. Mr. Michelson noted that the price in the large metropolitan areas has been kept down proportionately in order to give *Capsule Mysteries* the widespread initial exposure he feels it deserves.

Program-wise, Mr. Michelson contends that a five-minute show is a life-saver on many tv stations that run feature films of irregular length. Mr. Michelson believes the series can be programmed in various ways, either as a straight five-minute show, as a ten-minute program or as a 15-minute stanza. He mentioned that one station planned to use *Capsule Mysteries* as a half-hour show, utilizing three episodes plus a panel that discusses each mystery.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Special, sustaining color program every Friday, 5:30-6 p.m.

NBC-TV

Feb. 9: *Judge for Yourself*, 10-10:30 p.m., Tuesday (P. Lorillard through Lennen & Newell).

Feb. 14: *Meet the Press*, 6-6:30 p.m., Sunday (Revere Copper through St. Georges & Keyes alternating with Pan World Airways through J. Walter Thompson Co.).

Feb. 16: *Camel News Caravan*, 7:45-8 p.m., Tuesday (R. J. Reynolds through William Esty Co.).

Feb. 20: *Hit Parade*, 10:30-11 p.m., Saturday (Lucky Strikes through BBDO alternating with Crosley Div. of Avco Mfg. also through BBDO).

Feb. 23: *Circle Theatre*, 9:30-10 p.m., Tuesday (Armstrong Cork through BBDO).

Feb. 28: *Excursion*, 4-4:30 p.m., Sunday (sustaining).

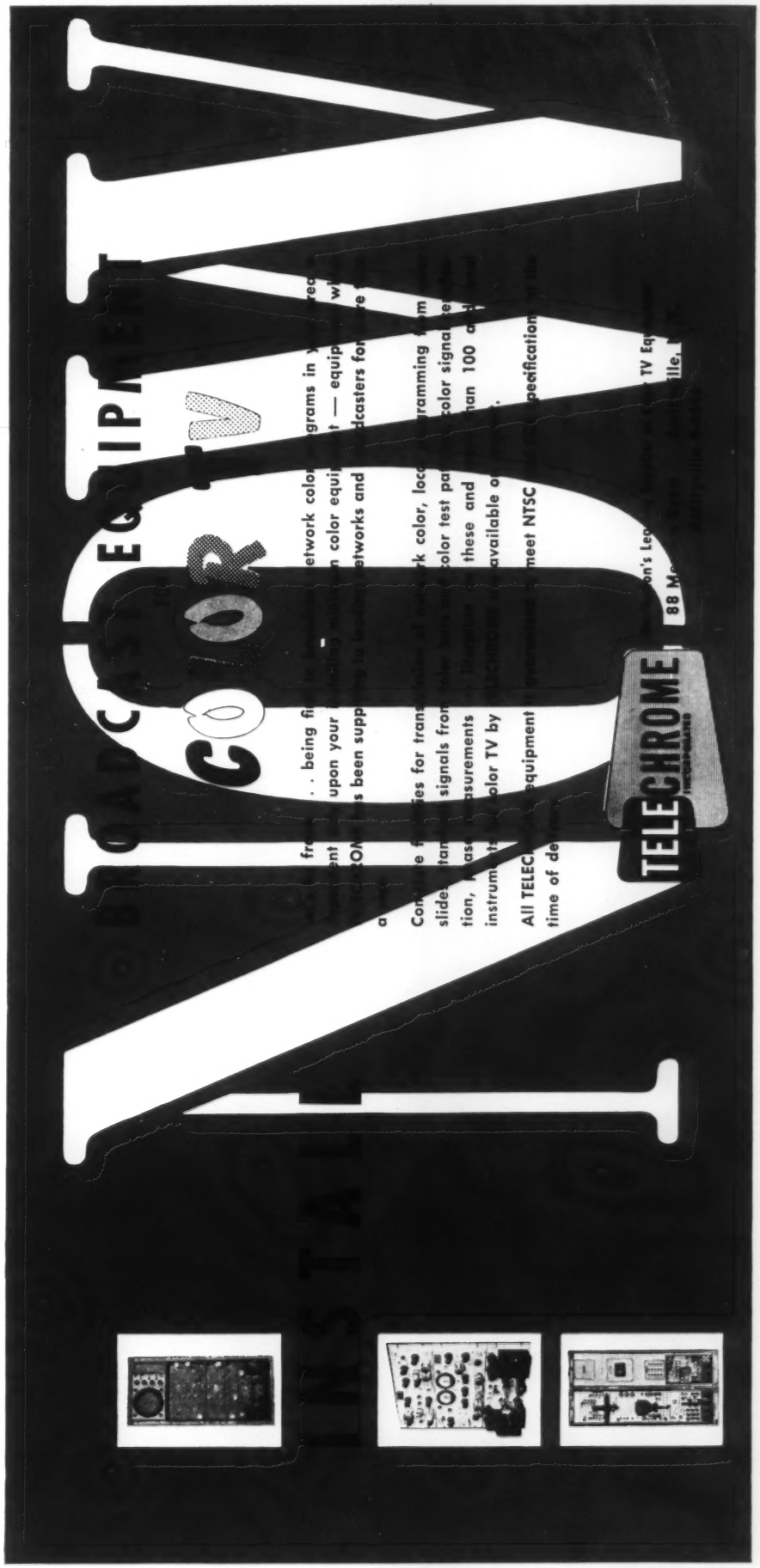
March 8: *Ding Dong School*, 10-10:30 a.m., Monday (sustaining).

March 10: *Eddie Fisher*, 7:30-45 p.m., Wednesday (Coca-Cola through D'Arcy Adv.).

March 13: *NBC Opera* ("The Taming of the Shrew"), 4-5:30 p.m., Saturday (sustaining).

March 15: *Name That Tune*, 8-8:30 p.m., Monday (Block Drug Co. through Cecil & Presbrey alternating with Speidel through Sullivan, Stauffer, Colwell & Bayles).

[Note: This schedule will be corrected to press time of each issue of B•T.]



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Station Authorizations, Applications
(As Compiled by B•T)
Jan. 28 through Feb. 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Dec. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,500	533	101
CPs on air	21	27	†255
CPs not on air	115	20	211
Total on air	2,521	560	†356
Total authorized	2,636	580	567
Applications in hearing	127	2	162
New station requests	172	4	178
Facilities change request	149	29	16
Total applications pending	863	133	326
Licenses deleted in Dec.	0	4	0
CPs deleted in Dec.	2	1	7

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Feb. 3

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,534	2,509	144	176	127
Fm	564	538	45	4	4

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	210	294	504
Educational	12	17	29[1]

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	236	120	356
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	901	337	695	524	1,220[2]
Educational	51		25	26	51[3]
Total	952	337	720	550	1,269[4]

[1] Forty-six CPs (9 vhf, 37 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 533 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Indianapolis, Ind. — Universal Bcstg. Co. (WISH), granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft., above ground 997 ft. Estimated construction cost $597,980, first year operating cost $602,650, revenue $818,181. Post office address 1440 N. Meridian St., Indianapolis, Ind. Studio location 1440 N. Meridian St. Transmitter location Rawls Ave. and South Post Road. Geographic coordinates 39° 45′ 39″ N. Lat., 86° 00′ 21″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President **C. Bruce McConnell** (54.98%), Vice President **Robert B. McConnell** (0.09%), Second Vice President **Stokes Gresham Jr.** (0.45%), Treasurer **Frank E. McKinney** (14.53%), Secretary **Earl H. Schmidt** (14.01%), **Frank M. McHale** (9.45%), **John R. Atkinson** (0.01%) and **Owen Bush** (2%). Granted Jan. 28.

Baton Rouge, La., Louisiana Tv Bcstg. Corp., granted vhf ch. 2 (54-60 mc); ERP 55.8 kw visual, 33.4 kw aural; antenna height above average terrain 465 ft., above ground 510 ft. Estimated construction cost $294,069, first year operating cost $285,000, revenue $292,000. Post office address 444 Florida St., Baton Rouge 1, La. Applicant represents merger of Baton Rouge Bcstg. Co. (WJBO) and Air Waves Inc. (WLCS), both previously competitors for ch. 2 and whose bids were dismissed. Studio and transmitter location 3399 Broussard St., Baton Rouge. Geographic coordinates 30° 25′ 02″ N. Lat., 91° 71′ 32″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Douglas L. Manship** (0.3%), president and 35% owner of Baton Rouge Bcstg. Co., 45% owner Capital City Press, Baton Rouge, director Louisiana Fire Insurance Co.; Secretary-Treasurer **Charles P. Manship Jr.** (0.3%), 35% owner Baton Rouge Bcstg. Co., president and 45% owner Capital City Press, Baton Rouge, director Louisiana National Bank and Capital Bldg. & Loan Assn., Baton Rouge; **Baton Rouge Bcstg. Co.** (99.4%), owner & licensee stations WJBO and WBRL (FM) Baton Rouge, and Vice President **C. V. Porter** (1%), director of Baton Rouge Bcstg. Co., attorney and director in various utility interests. Air Waves gets options for equal interest. Grant made possible by withdrawal of competitive bid of Southern Tv Co. of Baton Rouge Inc., reimbursed $11,472 for expenses. Grant is subject to condition that stockholders divest themselves of interest in WLCS-AM-FM. Granted Jan. 28.

Camden, N. J. — South Jersey Bcstg. Co. (WKDN), granted uhf ch. 17 (488-494 mc) (allocated to Philadelphia); ERP 112 kw visual, 67 kw aural; antenna height above average terrain 257 ft., above ground 317 ft. Estimated construction cost $232,500, first year operating cost $144,000, revenue $150,000. Post office address and studio location 2881 Mt. Ephraim Ave., Camden. Transmitters location Camden. Geographic coordinates 39° 54′ 30″ N. Lat., 75° 06′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Counsulting engineer A. D. Ring & Co., Washington. Principals include: President-Treasurer **Ranulf Compton** (34.%); Vice Presidents **Florence J. Compton** (20%); **William R. Compton** (14%), controller of National Folding Box Co., New London, Conn.; **Douglass M. Compton** (14%), superintendent at Robinson Paper Co., New London, Conn.; Vice President-Assistant General Manager **Gordon Giffen** (1%); Secretary-Assistant Treasurer **True C. Giffen** (14%). Grant was made possible by withdrawal of competitive bid of WJMJ Philadelphia. Granted Jan. 28.

Chattanooga, Tenn.—WDEF Bcstg. Co. (WDEF-AM-FM), granted vhf ch. 12 (204-210 mc); ERP 105.2 kw visual, 63.1 kw aural; antenna height above average terrain 944 ft., above ground 378.5 ft. Estimated construction cost $298,350, first year operating cost $238,650, revenue $304,100. Post office address 419 Volunteer State Life Bldg., Chattanooga 2, Tenn. Studio location 419 Volunteer State Life Bldg. Transmitter location 6.3 miles N. of official center of Chattanooga on Hampton Rd. Geographic coordinates 35° 08′ 05″ N. Lat., 85° 19′ 25″ W. Long. Transmitter RCA antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Russell P. May, Washington. Principals include President **Carter M. Parham** (37.038%), now a director and president of WDEF Bcstg. Co., Vice President **John P. Gaither** (7.408%), Secretary-Treasurer **Edward Finlay Jr.** (4.445%). Grant made possible by dismissal of competitive bids of Southern Tv Inc. and Tri-State Telecasting Corp., with each receiving option to purchase 27.5% interest in new tv venture. Granted Jan. 28.

APPLICATIONS

Dothan, Ala.—Ala-Fla-Ga Tv Inc., vhf ch. 9 (186-192 mc); ERP 55.6 kw visual, 27.8 kw aural; antenna height above average terrain 537 ft., above ground 440 ft. Estimated construction cost $198,100, first year operating cost $120,000, revenue $120,000. Post office address P. O. Box 505, Dothan. Transmitter location Cottonwood Road, Dothan. Geographic coordinates 31° 11′ 8″ N. Lat., 85° 22′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Richard I. Kearley Jr., Nashville, Tenn. Principals include President **Charles Woods** (5%), farming; Vice President **J. T. Thrower** (5% jointly with his wife), hardware; Treasurer **Dr. Paul Flowers** (5%), physician; **Richard Kearley** (5%), engineer WSM Nashville, and **Dr. Norman W. Homan**; Vice President **H. L. Holman Jr.** (2%), architect-engineer and stockholder WOZK Ozark, Ala. Filed Feb. 2.

Great Bend, Kan.—Central Kansas Tv Co., vhf ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 969 ft., above ground 1,000 ft. Estimated construction cost $442,798, first year operating cost $190,000, revenue $240,000. Post office address P. O. Box 182, Great Bend. Studio and transmitter location U. S. Hwy. 281, 3.9 miles N of Great Bend city limits. Geographic coordinates 38° 25′ 54″ N. Lat., 98° 46′ 24″ W Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **E. C. Wedell** (9%), electric supplies; Vice President **C. L. Roberts** (9%), oil drilling; Secretary **Roy Zimmer**, treasurer-6% stockholder Haas-Flynn Theatres Inc., and **C. O. Deighton** (7%). Filed Jan. 28.

APPLICATIONS DISMISSED

Orangeburg, S. C.—WTND Inc. (WTND). FCC dismissed bid for new tv station on uhf ch. 44 at request of applicant. Dismissed Feb. 2.

San Antonio, Tex.—Sunshine Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 12 at request of attorney. Dismissed Jan. 29.

Existing Tv Stations . . .

ACTIONS BY FCC

WARM-TV Scranton, Pa.—Union Bcstg. Co. granted STA to operate commercially on uhf ch. 16 for the period ending April 25. Granted Jan. 26; announced Feb. 2.

STATIONS DELETED

KIRV (TV) Denver, Colo.—Mountain States Tv Co. FCC deleted station on uhf ch. 20 in view of Commission action denying application for extension of completion date. Deleted Jan. 27.

WMRI-TV Marion, Ind.—Chronicle Pub. Co. FCC deleted tv station on uhf ch. 29 at request of attorney. Deleted Jan. 28.

KEYC (TV) Cedar Rapids, Iowa—Hawkeye Tv Corp. FCC granted request for cancellation of CP for tv station on uhf ch. 20 and deleted call letters. Deleted Jan. 29.

KMON-TV Great Falls, Mont.—Montana Farmer Inc. FCC deleted tv station on vhf ch. 3 at request of attorney. Deleted Jan. 27.

KSHM (TV) Sherman, Tex.—John A. Prather et al. d/b as Sherman Tv Co. FCC deleted tv station on uhf ch. 46 at request of attorney. Deleted Jan. 27.

WCHV-TV Charlottesville, Va.—Charles Barham Jr. & Emmalou W. Barham d/b as Barham & Barham. FCC deleted tv station on uhf ch. 64 at request of applicant. Deleted Jan. 29.

New Am Stations . . .

ACTIONS BY FCC

Sheboygan, Wis.—Lake Shore Bcstg. Co. granted 800 kc, 250 w daytime. Estimated construction cost $11,955, first year operating cost $48,000, revenue $48,000. Principals in applicant include President **David A. Bensman** (60%), Secretary Treasurer **Rose Bensman** (wife) (30%) and two 5% stockholders. Mr. and Mrs. Bensman are co-owners of a radio-record store and record manufacturer. Granted Feb. 3.

Paducah, Tex.—Paducah Bcstg. Co. granted 1370 kc, 500 w daytime. Estimated construction cost $12,275, first year operating cost $24,000, revenue $36,000. Principals in partnership include **V. L. Hutchinson** (⅛), ¼ owner Reid Farm Supply; **T. C. Stinson** (⅛), owner men's wear store; **Dawson Reid Jr.** (⅛), farmer; **V. G. Jackson** (⅛), ⅛ owner Jackson Tire Co.; **G. R. Tippen** (⅛) farmer; and **C. L. Robertson** (⅛), owner of insurance agency. Post office address c/o V. L. Hutchinson, 1510 Bray St. Granted Feb. 3.

Existing Am Stations . . .

ACTIONS BY FCC

KBIF Sanger, Calif.—John Poole Bcstg. granted modification of CP to move studio to Fresno, Calif. Granted Feb. 3 Applications.

WKBS Oyster Bay, N. Y.—Key Bcstg. System Inc. granted CP to move station to Mineola, N. Y. Granted Feb. 3.

WAEL Mayaguez, P. R.—Mario Acosta granted CP to change from 1400 kc, 250 w unlimited to 600 kc, 1 kw unlimited, directional. Granted Feb. 3.

WMRC Greenville, S. C.—Textile Bcstg. Co. FCC granted request for extension of authority to remain silent for additional 30 days from Jan. 23. Granted Jan. 27; announced Feb. 2.

KCLS Flagstaff, Ariz.—Charles J. Saunders tr/as Saunders Bcstg. Co. seeks CP to change from 1360 kc to 600 kc. Filed Jan. 27.

WLAK Lakeland, Fla.—Lakeland Bcstg. Corp. seeks CP to change daytime power from 1 kw to 5 kw. Filed Jan. 27.

KNOW Monroe, La.—James A. Noe seeks CP to change from 1390 kc, 5 kw unlimited, directional night to 540 kc, 10 kw day, 5 kw night, directional, unlimited. Filed Jan. 27.

WCRB Waltham, Mass.—Charles River Bcstg. Co. seeks CP to change from daytime to unlimited operation on 1330 kc, 1 kw. Filed Jan. 28.

WLNH Laconia, N. H.—Northern Bcstg. Corp. amends application to change from 1340 kc, 250 w to 1350 kc, 1 kw, directional, to specify 5 kw daytime. Filed Jan. 27.

KBIM Roswell, N. M.—Taylor Bcstg. Co. seeks CP to change from 1 kw to 5 kw. Filed Jan. 27.

STATION DELETED

WLIO East Liverpool, Ohio—Pottery Bcstg. Co. FCC granted request for cancellation of license for am station on 1570 kc and deleted call letters. Deleted Jan. 26; announced Feb. 2.

New Fm Station . . .

ACTION BY FCC

Deland, Fla.—John B. Stetson Univ. granted CP for new Class B fm station on ch. 239 (95.7 mc); ERP 8.6 kw; antenna height above average terrain 290 ft. Granted Feb. 3.

Existing Fm Stations . . .

ACTIONS BY FCC

WDBO-FM Orlando, Fla.—Orlando Bcstg Co. granted CP to change from 34 kw to 25 kw; antenna height above average terrain from 340 ft. to 460 ft. Granted Feb. 3.

WKEU-FM Griffin, Ga.—Radio Station WKEU granted modification of CP to change from Class A to Class B station on ch. 240 (95.9 mc); ERP from 1.75 kw to 440 w. Granted Feb. 3.

WMBD-FM Peoria, Ill.—WMBD Inc. granted CP to change from 16 kw to 2.5 kw. Granted Feb. 3.

WRCM (FM) New Orleans, La.—Supreme Bcstg. Co. granted CP to change from 61 kw to 5.9 kw; antenna height above average terrain from 465 ft. to 250 ft. Granted Feb. 3.

Ownership Changes . . .

ACTIONS BY FCC

KBTA Batesville, Ark.—White River Bcstrs. Inc. granted voluntary transfer of control to J. F. Higginbottom through purchase of 69 shares from W. Albert West for $22,000. Mr. Higginbottom will now own approximately 66%. Granted Feb. 3.

WPJV Vero Beach, Fla.—Indian River Bcstg. Co. seeks voluntary assignment of CP for new am station on 1490 kc Tropics Inc. in exchange for $6,784 and 40% interest. Indian River Bcstg. licensee of WIRA Ft. Pierce, Fla., is owned by Chanticlear Bcstg. Co., (WCTC New Brunswick, N. J.). Principals in Tropics Inc. include President **Merrill P. Barber** (3%), banking and real estate; Vice President **Ralph W. Sedgwick** (3%), insurance and Secretary-Treasurer **James L. Howe** 50.1% stockholder WCTC. Granted Feb. 3.

KFXD-TV Nampa, Idaho—Frank Hurt & Son Inc. granted assignment of CP for vhf ch. 6 to Idaho Bcstg. & TV Co. (KGEM, KTVI-TV Boise). Consideration is the no charge made to KFXD-TV by KTVI-TV for use of its equipment during interim operation from June 17 to August 12, 1953. Granted Jan. 28.

KFAZ (TV) Monroe, La.—Delta Tv Inc. granted acquisition of control by J. O. Willett through purchase of 49% of stock from Howard E. Griffith for $20,300. Mr. Willett will now own 98.04% interest. Granted Feb. 3.

WFEA Manchester, N. H.—N. H. Bcstg. Inc. granted voluntary assignment of license to Public Information Inc. for $100,000. Sole owner is Farris E. Rahall, 34% stockholder WQCY (TV) Allentown, Pa., 23.4% stockholder WKAP Allentown, vice president-secretary-15.25% stockholder WWNR Beckley, W. Va., and secretary-23.8% stockholder WNAR Norristown, Pa. Granted Feb. 3.

WRTV (TV) Asbury Park, N. J.—Atlantic Video Corp. granted voluntary transfer of control through sale of all stock to Walter Reade Theatres Inc. for $20,300. Principals include President **Walter Reade Jr.** (51%); Vice President **Edwin Gage**, and **Suzanne Gage** (49%). Granted Feb. 3.

KVSP Lubbock, Texas—R. Briggs Irvin, Roland C. Simpson, J. C. Sanders, James G. Jarrett & Wayne D. Tibbs Jr. d/b as Hub Bcstg. Co. granted voluntary assignment of license to R. Briggs Irvin, Roland C. Simpson, James G. Jarrett & Wayne D. Tibbs Jr. d/b as Hub Bcstg. Co. Mr. Sanders sells 20% interest to remaining partners for $3,500. Each partner will now own 25%. Granted Jan. 29.

APPLICATIONS

WPID Piedmont, Ala.—Ruby Jo Clotfelter, Cary L. Graham & Mac M. Thomas d/b as Piedmont Radio Station seeks voluntary assignment of license to Cary L. Graham through sale of 74.07% interest by other partners for $10,000. Mr. Graham, ½ owner WETO Gadsden, WMOZ Mobile and WANA Anniston, all in Ala., will now be sole owner. Filed Jan. 29.

WETV (TV) Macon, Ga.—Macon Tv Co. seeks voluntary acquisition of positive control through sale of 45% interest by Middle Georgia Bcstg. Co. (WBML) to Macon Bcstg. Co. (WNEX) for $70,000. WNEX will now own 81.8% and W. A. Fickling will own 18.2%. Filed Jan. 18.

WGUY-AM-FM Bangor, Me.—Murray Carpenter seeks voluntary assignment of license to wholly owned corporation Murray Carpenter & Associates. Principals include President-Treasurer **Murray Carpenter** (99%), Secretary **Marie Carpenter** (0.5%), and **C. L. Lardin** (0.5%). Filed Jan. 25.

WSTP Salisbury, N. C.—Piedmont Bcstg. Corp. seeks voluntary transfer of control to Holt McPherson and Robert W. Wallace through sale of 51% interest for $14,399. Principals will now include **Holt McPherson** (25.6%), secretary-treasurer .69% stockholder WOHS-AM-FM Shelby, N. C., and editor *High Point Enterprise*, High Point, N. C.; **Robert M. Wallace** (25.4%), president-10% stockholder WHOS; **Bryan P. Beard** (25%), and **J. F. Hurley Jr.** (24%). Filed Jan. 25.

WSPA-AM-FM Spartanburg, S. C.—Bcstg Co. of the South seeks voluntary assignment of license to WORD-TV for $400,000. Principals will now include President **Walter J. Brown** (50%), Secretary-Treasurer **D. S. Burnside** (4.10%), and **Thomas B. Pearce Jr.** (2%) Sale is to effectuate merger agreement between WSPA and WORD enabling vhf ch. 7 grant to WORD-TV. Filed Jan. 25.

WORD-WDXY (FM) Spartanburg, S. C. seeks voluntary assignment of license to WORD Inc. for $150,000. Principals include President **Irwin Kahn** (49.8%), 28.8% stockholder WNOK-AM-TV Columbia, S. C.; Vice President-Secretary **Moody McElveen Jr.** (0.2%), general manager-2.4% stockholder WNOK, and Treasurer **B. F. Kurtz** (50%), 3.6% stockholder WNOK. Filed Jan. 25.

KCLW Hamilton, Tex.—Clyde Weatherby tr/as Hamilton Bcstg. Co. seeks voluntary assignment of license to C. M. Hatch & Coy Perry d/b as Hamilton Bcstg. Co. for $35,000. Principals in partnership are **C. M. Hatch** (25%), ¼ owner *Hamilton Herald News*, Hamilton, and *Dublin Pub. Co.*, Dublin, Tex.; and **Coy Perry** (75%), ¾ owner *Hamilton Herald News*, ½ owner *Dublin Pub. Co.*, and sole owner *Teague Chronicle*, Teague, Tex. Filed Jan. 25.

Hearing Cases . . .

INITIAL DECISIONS

West Palm Beach, Fla.—New tv, vhf ch. 12. FCC Hearing Examiner Isadore A. Honig issued initial decision looking toward grant of application WEAT-TV Inc., for construction permit for new tv station in West Palm Beach, Fla., on ch. 12, subject to the condition that no construction shall be commenced until an appropriate application to modify the antenna of station WEAT, as proposed, is considered by the Commission and granted. Action Feb. 3.

Tulsa, Okla.—New Tv, uhf ch. 17. FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Arthur R. Olson for a construction permit to establish new commercial television station in Tulsa, Okla., on ch. 17. Action Jan. 29.

OTHER ACTIONS

Antenna Rules Amended — The Commission amended Section 17.22(c) of rules concerning the construction, marking and lighting of antenna structures (Part 17) to read as follows: "However, where antenna installations are of such a nature that their painting and lighting in accordance with these specifications are confusing or endanger rather than assist airmen or are otherwise inadequate, the Commission will specify the type of painting and lighting or other marking to be used in the individual situation." This amendment is effective immediately. Comr. Sterling not voting. Action Jan. 28.

Fm Allocation—FCC in a notice of further proposed rule making, proposed to shift fm ch. 250 from Memphis to Paris, Tenn., instead of ch. 248 from Nashville, as had been previously proposed. This is pursuant to an amended application by Paris Bcstg. Co., applicant for a Class B station in Paris. Action Feb. 3.

West Palm Beach, Fla.—Palm Beach Bcstg. Corp. (WWPG), FCC Comr. Robert E. Lee granted petition to dismiss without prejudice its bid for new tv station on vhf ch. 12 and retained in hearing application of WEAT-TV Inc. Action Jan. 29.

KFXD-TV Nampa, Idaho—Frank E. Hurt & Sons Inc. FCC granted application for extension of time to May 11, within which to complete construction of new tv station to operate on ch. 6. Action Jan. 28.

Indianapolis, Ind.—Vhf ch. 13 proceeding. By order, the Commission dismissed petitions of Mid-West T.V. Corp., Indianapolis Bcstg. Inc., and WIBC, relating to action of the Motions Commissioner on Nov. 30, in dismissing without prejudice the then-pending application of Crosley Bcstg. Corp. for new tv station in Indianapolis, Ind., on ch. 8. The three petitioners are competing applicants for new tv stations on ch. 13 in Indianapolis, for which Crosley has since applied. Action Jan. 28.

Alma, Houghton Lake, Mich.—By memorandum opinion and order, the Commission dismissed petitions filed by WFYC Alma, Mich. (1280 kc, 1 kw, D), protesting grant on Dec. 9, 1953, of construction permit to Sparks Broadcasting Co. for new am station at Houghton Lake, Mich. (WHGR), on 1290 kc, 1 kw, D. Action Jan. 29.

Mansfield, Ohio—Uhf ch. 36 proceeding. By order, the Commission granted petition by Fergum Theatres Inc. to delete issue to determine whether good cause exists for the location of its main studio outside the principal community to be served, in the proceeding involving petitioner's application and that of Mansfield Journal Co. for construction permits for new tv stations in Mansfield, Ohio, on ch. 36. Action Jan. 28.

KRGA Springfield, Ore. — By memorandum opinion and order, the Commission postponed effective date of its grant on Dec. 17, 1953, to W. Gordon Allen of construction permit for new am station KRGA at Springfield, Ore., on 1050 kc, 1 kw, D, designated the same for hearing on Feb. 15, 1954, and made protestants KUGN, KASH and KORE, all am stations in Eugene, Ore., parties to the proceeding. Comr. Bartley dissented; Comr. Lee not voting. Action Jan. 28.

WGAL-TV Lancaster, Pa.—Vhf ch. 8 protest. By order, the Commission granted request of Peoples Broadcasting Co., Lancaster, Pa., to withdraw its request for oral argument on exceptions to initial decision released Nov. 13, looking toward grant of the application of WGAL Inc., for regular operation of station WGAL-TV on ch. 8 in Lancaster; and dismissed the competing application of Peoples with prejudice. Action Jan. 28.

WHUM-TV Reading, Pa.—Eastern Radio Corp. FCC granted extension of time for a period of six months within which to complete construction of tv station on ch. 61. Action Jan. 28.

Proposed Fees—Pursuant to provisions of the Independent Offices Appropriation Act of 1952 as augmented by a Bureau of the Budget circular of Nov. 5, the FCC announced proposed rule making looking toward the establishment of fees to cover the cost of its licensing and similar activities.

(Continued on page 104)

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Aggressive sales producer wanted by established northern Illinois independent. Permanent position, good future for competent worker. Guaranteed monthly income $400. against 15 percent commission, protected territory, account list. Bonus, paid vacation, sick benefits. Fast growing community, personal interview necessary. Give training, experience, age. Box 304C, B•T.

Salesman at once. Pay 25 percent commission. 5000 watt night and day. Box 348C, B•T.

Commercial manager. Unusual opportunity for aggressive reliable energetic sales manager to supervise radio and television sales departments in progressive middle west market, 5000 watt Mutual radio and NBC-DuMont television stations. Earnings limited only by your ability. Send complete information first letter, including background, experience, salary expected, availability and photo. Box 355C, B•T.

Salesman on 25 percent commission, 5000 watt station. WKNK, Muskegon, Mich.

Outstanding financial opportunity for two aggressive, hard-hitting, experienced advertising salesmen. One territory requires extensive traveling, the other moderate traveling with most weekends home. Salary, draw, travel expenses, plus liberal commission. Car necessary. The Marvin Company, 1100 West Washington Boulevard, Chicago, Ill.

Announcers

Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.

Experienced announcer-DJ, sincere pitch, handle board, good pay. Progressive community near Chicago. Personal interview necessary. State age, experience. Box 154C, B•T.

Morning man with gimmick show for competitive market. Write full details and experience plus salary desired. Box 204C, B•T.

Announcer, control board operator-network station, West Virginia. State age, experience. Box 331C, B•T.

Announcer. Straight staff. Top rated midwest local single station market 25,000. Network. Operate controls, no combo. Best working conditions. 40 hour week. Prevailing wages. No east or west coast applicants. Write full details, no tape or disc now. Box 333C, B•T.

Actor-DJ — amusing, fast-paced ad-lib patter, jolly, engaging. Character voices—"be-bopper," "life-of-the-party funster." Theatrical background. Ohio. Single. Box 349C, B•T.

Help Wanted—(Cont'd)

Top morning DJ from major market. Send tape, rating photo, minimum guarantee. KGU, Honolulu.

Baseball announcer. KTBB in Tyler, Texas will broadcast all games of the Tyler Tigers in the Big State League, Class B loop. Need topflight sports man to carry games. Send complete details to M. E. Danbom, Radio Station KTBB, Tyler, Texas.

Two good announcers for southeastern 1 kw new am station. Good chance for advancement with excellent starting salary. Write, wire or call WBRO, Waynesboro, Ga.

Competent and reliable, negro announcer and DJ for successful station with all negro programming. Full details in first letter. Radio Station WRAP, 300 Portlock Building, Norfolk, Virginia.

Announcer, independent, news, hillbilly, popular race shows. 40 hours. Play-by-play, all sports, high school. Baseball, basketball, Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Technical

Engineer, 1st class operator for am transmitter recording, nemos, maintenance. East coast. Full information to Chief Engineer, Box 122C, B•T.

Chief engineer for directional station in New England. Box 298C, B•T.

Engineer with first class license for new station near Boston. New Englanders preferred. Box 299C, B•T.

Staff engineer for established midwest am and tv station. Major expansion program in progress. Prefer experienced man. Wage contract, automatic increases, other benefits. Send resume and starting minimum. Box 302C, B•T.

1st class radiotelephone engineer for expanding radio and television stations. Write or call WICA Inc., Ashtabula, Ohio.

1000 watt daytime needs two first class engineers. Combo men perferred. $75.00. per week to start. Liberal working conditions. Call, WTIM, Taylorville, Illinois.

Immediate openings. First phone men. Am and fm. Experienced or inexperienced. Contact David Prozzo, LU 1292 IBEW, 212 South Jefferson, Peoria, Illinois.

Production-Programming, Others

Am-tv station needs writer, versatile idea man familiar with production to write solid selling copy for growing midwest station. Opportunity to work into tv. Well paying position with regular salary increases. Three weeks paid vacation. Send samples, data, references to Box 99C, B•T.

Immediate opening for copywriter. Experienced. WVOS, Liberty, N. Y.

Television

Ground floor opportunity. Midwest radio station commencing construction vhf tv station. Now seeking good experienced and reliable key staff personnel for the following jobs: Chief engineer, production manager-announcer, film and photo expert, copy chief, artist, news and sports announcer. This is not a big city deal. It is an opportunity to become an integral part of a good, medium market combination radio-television operation. Please include full information first letter and present salary status. Box 296C, B•T.

Salesmen

Need experienced tv salesman excellent opportunity for real producer. Box 719A, B•T.

Salesman for NBC (La.) regional, vhf tv CP, must have proven ability local and regional sales, some national contacts. Replies confidential. Detailed resume. Box 191C, B•T.

Help Wanted—(Cont'd)

Immediate availability for an aggressive man looking for a good future in television. One tv station market in midwest's richest farm area. Guarantee plus liberal commission. Write Box 363C, B•T.

Announcers

Announcers (2) staff work, heavy news, for well established NBC affiliate, tv CP, must have commercial radio background. Send tape, recent photo, complete resume, references. Replies confidential. Box 190C B•T.

Situations Wanted

Managerial

All-round man Friday. At present general manager. Experienced engineer, announcer, salesman. Present income $7500. Box 292C, B•T.

Experienced chief engineer seeks manager-chief engineer position with established or new station in Texas or southwest. Extensive administrative and technical experience. Will consider buying stock. Box 297C, B•T.

Thoroughly experienced mature manager available for relocation because of tv merger. Top references, nationally respected. Box 316C, B•T.

Eighteen years New York metropolitan experience all phases of radio, producer-director, program director and to date, production manager leading independent (N. Y.) radio station. Make offer. Box 326C, B•T.

Station manager, experienced. Currently managing 1000 watt regional. Ten years theatre and radio. Can produce, announce, sell. Prefer south or southwest, radio or tv. Age 35, married, no children. Good references on good results. Box 364C, B•T.

Salesmen

Tv-radio salesman-sportscaster. Employed both. Ready for larger market. Box 295C, B•T.

Florida, tv and radio stations attention! Emcee, announcer, salesman, hillbilly DJ. Presently employed. Family man. Wants permanent job. References. Box 314C, B•T.

Experienced time salesman with outstanding record, New York area. Excellent agency contacts. Desires immediate change. Box 352C, B•T.

Announcers

Announcer-singer. Six years experience, good commercial voice. Tape on request. Box 115C, B•T.

Staff announcer, 27, one-and-half years experience, single, college graduate, play-by-play baseball. Desire midwest. Consider all. Box 208C, B•T.

Ambitious veteran, 28, single, desires radio or tv contact, salary, location no object. 2½ years college, radio school. Humorous ad-lib, characterizations, short on experience. Box 225C, B•T.

Good play-by-play. Can deliver. Minor league baseball with college football, basketball. College grad, former athlete. 4 years experience. Good sports background. Box 241C, B•T.

Sportscaster. 6 years experience, employed. City dropping baseball. Seeks year-round sports operation. Radio, radio-tv. Baseball necessary. Salary, talent. Box 338C, B•T.

Excellent potentialities, 27, good baritone voice. Strong on news, DJ, commercials, sportscasting. Familiar with control board operations. Third class ticket. Married, tape, resume, travel. Permanent connection. Box 278C, B•T.

Baseball announcer wants B, A, AA, or AAA ball, plus other sports, plus tv affiliation in metropolitan market. Now employed. Top references, tape of film available. Box 293C, B•T.

Sportscaster, employed radio-television, college graduate, all sports, 25, married, will sell, immediate reply. Box 294C, B•T.

Announcer, 3 years midwest experience. Commercial voice. Qualified news and music. College. Family. Desires permanent position in midwest. Box 310C, B•T.

Announcer, 2 years, draft exempt, strong news, straight commercials, gather, edit, deliver, character voices, consider permanent position only. Prefer midwest. Box 311C, B•T.

Experienced feminine announcer-continuity writer. Can handle women's programs, also traffic. Prefers western states. References. Box 312C, B•T.

Experienced sportscaster, 1954 baseball play-by-play. Tape, photo, references. Box 315C, B•T.

Situations Wanted—(Cont'd)

Experienced staff announcer desires good opportunity. Box 318C, B•T.

Radio-tv experienced announcer, newscaster, DJ, mature, knowhow, $75, least. Box 319C, B•T.

Announcer. 1-year solid staff experience; strong on news and sports, fine play-by-play, good potential, college grad; control board. Box 321C. B•T.

Announcer, two years, all phases. Married veteran. something permanent, $65 week minimum. Resume on request. Box 322C, B•T.

Announcer, negro. Good possibility commercial reader. Good DJ. Attended radio school. Willing to learn. Box 324C, B•T.

Staff announcer, deejay. Five years metropolitan station. Prefer midsouth. References. Box 330C, B•T.

Announcer-writer-producer. 26, single. College grad., 4 years am experience, thorough knowledge of 50 kw operation. Interested large market am or new tv. Will travel. Box 335C, B•T.

All-round announcer, thoroughly trained, high potential, college grad, vet, married. Box 337C, B•T.

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Announcer type DJ. Glib mind, want position wth future, to settle. Box 342C, B•T.

Announcer MC. Independent and network affiliate experience. Strong DJ. News and sports. College grad. 27. Box 343C, B•T.

Very pleasant voice, some experience. Newscasting. DJ. Minimum. Prefer within 500 miles of New York City. Box 344C, B•T.

Staff, experienced, strong DJ, news, commercials. Vet., single, ambitious. Sober. Desires N.E. coast. Good delivery. Box 345C, B•T.

Announcer, newscaster-DJ, smooth commercials. Deep voice. Control board. Limited experience. Background assures strong staff potential. Veteran, travel, tape. Resume. Box 346C, B•T.

Radio staff announcer with some Hollywood tv experience, available for radio or tv station. Recording and photograph upon request. Box 357C, B•T.

Announcer-actor, wishes staff job. Some announcing, mostly acting. Possibility of sales. Box 358C, B•T.

Combo man, 3rd class permit, college graduate. Light on experience, strong on news and sports, can do play-by-play of baseball and football. Car, can travel anywhere. Draft exempt. Box 359C, B•T.

Negro announcer, some experience, broadcasting graduate, very good on commercials. Box 360C, B•T.

Announcer, one year experience, all phases, presently employed, desires position in midwest, but will consider all offers. Box 361C, B•T.

Experienced announcer. Recently with east indie station. News, DJ, board, draft exempt. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey. HO. 4-9976.

Staff announcer. Recent broadcasting school graduate in Washington, D. C. Board trained, veteran, single, third class license. Prefer Georgia or Florida. Available immediately. Joe Dugan, 810 Huron Street, Jacksonville, Fla. 8-2892.

Announcer, negro. Excellent DJ, commercial reader, news. Boo Frazier, 34-68 106 Street, Corona, New York.

Newscaster. Play-by-play sports. Light experience. Hard worker. Develop fast, right conditions. Control board. Disc jockey. Veteran. Single, travel, tape. Don Hallock, 25 Danes Street, Patchogue, N. Y. Phone 3-1479-M.

Experienced announcer-engineer. First phone. Cleon LeMont, 5658 Logan Avenue North, Minneapolis, Minn.

Situations Wanted—(Cont'd)

Experienced announcer, versatile, specialize sports. Fritz Van, WEBC, Duluth, Minnesota.

Desire permanent staff announcing position, midwest. Good clear commercial-news voice, pleasing DJ. University background, experience includes network outlet. References. Single, 31, veteran. Advise needs. Charles May, 3619 Paseo, Kansas City, Missouri. Phone Armour 5446.

Hillbilly DJ, excellent voice, personality, salesmanship, thorough knowledge country music. Number one references. No other like him. Don Owens, Montgomery Arms, Silver Spring, Maryland. Juniper 9-1120.

Young announcer, 6 months experience. Family man desires permanent spot, personable, DJ, sports. Good voice. Travel. James Pitsch, 934 Lakeside Place, Chicago, Illinois. Ardmore 1-3059.

Announcer, permanent, staff. Commercial DJ, strong news, light experience. Potential station asset. Single, veteran. Car, tape, resume on request. Keith Roberts, 20-33 31 Street, Astoria, Long Island, N. Y.

Announcer, news, strong sports, commercials, control board. Experience light. Future bright. Married, reliable, settled. Tape, references. Jim Rochelle, 11 Pine Brook Road, New Rochelle, N. Y. NE. 2-0688.

Want top sports station in your market? Contact Fritz Van, YMCA, Duluth, Minnesota.

Technical

Drunk, disorderly, insolent, stupid. Want job as chief so will have time to dissipate. Any station through 5 kw. Take staff 5 kw or over. Box 305C, B•T.

Chief engineer, presently employed. Prefer west, midwest. Experienced through 5 kw. Over ? I will if you will. Staff or chief. Box 306C, B•T.

Reliable married engineer. 4 years experience all phases of studios, tv audio, recordings, transmitters. Desires permanent position. Box 307C, B•T.

Experienced engineer, with car, desires a permanent position in broadcasting. Box 308C, B•T.

First phone, seven years radio experience. Available April 15. Box 309C, B•T.

First phone. 23 months am experience. Disc and tape recording. Some control experience. Box 323C, B•T.

Experienced chief engineer, all phases am, wants change, anywhere. Box 327C, B•T.

First phone, some transmitter experience. Presently employed. Would prefer Maryland. Box 339C, B•T.

Engineer, first phone, graduate RCA Institutes. Desires studio or remote work in radio or tv. Free to travel. Box 354C, B•T.

Radio engineer, 20 years experience in all phases of am broadcasting. 5 years directional antenna and allocation work, some tv experience. Will locate most anywhere. Box 356C, B•T.

Engineer. 1st phone, have car, some experience with 50 kw outlet. Rocky Mountain area. H. P. Garrett, 2937 York, Denver 2, Colorado.

Engineer, first phone, little experience but willing to learn. Available immediately. Frank M. Greenwald, 2023 E. 44th Ashtabula, Ohio 27-525.

Permanent position. First ticket. Combination experience. Married, 31. Ralph Huffman, 721 W. 21, Cedar Falls, Iowa. 1676-W.

First phone technician. 4 years experience includes radio-tv servicing. 10 months chief 250 watt independent. Married, veteran, car, radio (call W9WMD) amateur. State salary. Earl Tipton, 146 Woodland Drive, New Albany, Ind.

Production-Programming, Others

Attention midwestern stations. Available sports director, program director. 6 years experience all phases. Box 240C, B•T.

Foreign correspondent for ABC. 3 years newspaper reporting. 1 year P-R. Seeks news position. Vet., 30, B.A., family. Box 272C, B•T.

Young woman, college graduate, with advertising agency experience, desires position in small station; woman's program, music, continuity. Write Box 291C, B•T.

Situations Wanted—(Cont'd)

PD-newscaster. Proven ability-experience. Need new opportunities. Handle any assignment. Decide after hearing tape. Box 320C, B•T.

Young man. Music M.A., musical performance, teaching background, some experience music programming in two large cities out of state. Interested radio music directing. N. Y. C. or commuting. Box 325C, B•T.

Promotion manager, large midwest market desires change of scenery. Proved record of achievement in all fields of promotion, publicity, public service. Young, drive, imagination, top references. Can travel. Box 350C, B•T.

Diplomat with intimate knowledge and contact with European politics, press, radio, wishes to return to broadcasting. Authentic original commentary not public domain rehash. Many tv ideas. Previous experience CBS and ABC includes newscasting, commentary, announcing, special events all kinds production and writing, sales, management. European drama and musical production experience. Age 38. Box 353C, B•T.

Program director, production supervisor and/or announcer. 12 years experience with independent and network affiliates. Family man. Great Lakes-midwest area preferred. Box 365C, B•T.

Television

Managerial

Relocation advisable for economy-minded, nationally respected manager because of tv merger. Twenty years successful broadcasting background. Not above accepting lesser capacity with good organization. Box 317C, B•T.

Assistant station manager-sales manager of vhf station desires to relocate. Strong on sales and administration. Self-starter, conscientious worker, productive, dependable. Eight years network radio-vhf experience. Reasonable salary, incentive plan. Box 328C, B•T.

Salesmen

Tv manager-sales manager. Strong on sales, over 6 years experience in major market. Excellent network and national agency contacts. Change in ownership forces move. Salary open. Write Box 259C, B•T.

Announcers

Young executive, ambitious, experienced, radio-television, announcing, programming, production, sales. Box 329C, B•T.

Tv-announcer (live and film-radio experience), news-personality with experience as director-producer, can do scenic design. Box 351C, B•T.

Technical

Experienced television studio-remote technician available. Prefer New York, Conn., Pennsylvania, Florida. References, resume. Box 332C, B•T.

SRT graduate desiring position in tv studio as studio technician. Some knowledge of motion picture film and tv servicing. Photo on request. Box 366C, B•T.

Young ambitious veteran, studio operations, graduate of Television Workshop, seeking position on television technical staff. Can operate television camera, video, audio, turntables, mike boom, projectors and remotes. Photograph and resume on request. Will relocate anywhere in the United States. Irving Pearlman, 135 Eldridge Street, New Nork 2, New York. CA.. 6-3883.

Production-Programming, Others

Writer director four years television; program and commercial experience. Three New York stations; interested in television station with local programming plans. Box 176C, B•T.

Robert Q. Lewis style MC. Writer-producer-publicist-promoter. Experienced. Box 286C, B•T.

Weatherman. Government license. Long broadcasting experience. Writing-announcing-producing. Box 287C, B•T.

Promotion-publicity-showman. Versatile broadcaster-writer-producer. Nationwide experience. Reliable. Box 288C, B•T.

Showman. Radio-stage-outdoors. Promotion-publicity-producer-writer. Excellent record. Box 289C, B•T.

Newsreel cameraman. Seasoned broadcaster-writer-producer-news editor. National experience. Box 290C, B•T.

(Continued on next page)

Situations Wanted—(Cont'd)

Five years tv experience as production manager for large midwestern independent network plus one year as program director of successful southern station. Desire position in northern market. Excellent references. For details please write Box 300C, B•T.

Program director, 14 years experience, all phases of radio including management. Presently in Florida and wish to remain. Desire permanency and opportunity. Would like tv opportunity. Make offer. Box 362C, B•T.

For Sale

Stations

Idaho radio station. Making money. All or part for sale. Opportunity for right person or party. Box 237C, B•T.

500 watt daytime radio station for $25,000, cash. Write or wire Ed Bishop, Dalhart, Texas.

Our free list of radio buys is now ready. Ask for your copy today. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

RCA BTF-1C 1 kw fm transmitter, GR 1170A station monitor, spare tubes for both. Bargain, $4500. Box 303C, B•T.

Fm equipment for tv conversion. 1 kw power amplifier, GE type, #BF-1-A, used (less final tubes), 3 kw power amplifier GE type #BF-2-A, used (less tubes). GE 250 watt exciter. New, original packing GE 3 kw amplifier, type BF-2-A. GE 10 kw amplifiers, type BF-3-A. James W. Wallace, KPQ, Wenatchee, Wash.

Wincharger tower with lights, guys and insulator. 200 feet. Ready for shipment. Make offer. WDOR, Sturgeon Bay, Wisconsin.

RCA 10 kw fm transmitter. Hewlett-Packard fm monitor. Jones micro match. WFMJ Broadcasting Co., Youngstown, Ohio. Riverside 3-4121.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

GE fm transmitter, 3 kw; two GE fm frequency and modulation monitors; Communication Products auto-dryaire dehydrator; two Fairchild 539-B recorders; one Fairchild 540 equalizer amplifier. WSAI, Cincinnati, Ohio.

Disc Jockeys! Cream of Wit classifies 6,000 laughlines alphabetically. Publisher, Sebring, Florida, $3.50.

Call letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

Wanted to Buy

Stations

Small or medium market station in middle Atlantic states. Give full particulars, first letter. Response will be held in strict confidence. Box 211C, B•T.

Responsible group of broadcasters, financially sound and experienced in all phases of broadcasting are interested in purchasing a Wisconsin radio station. All replies will be answered and information forwarded will be held in confidence. Box 239C, B•T.

Alabama, Arkansas, Missouri, Mississippi, Kentucky, Tennessee, single station market, approximately, $20,000. total, terms. Box 301C, B•T.

Equipment, etc.

Harness for RCA 4-section fm pylon antenna. Must be late model suitable 94.1 mc, from aluminum (not steel) pylon. Wire KPFA, Berkeley, Calif.

Approved modulation monitor. Send complete details and price to Chief Engineer. R. A. Wileman, KTBB, Tyler, Texas.

Am transmitters, 1 kw and 5 kw. Towers of all types. Send complete information. William Blizzard, WMJM, Cordele, Georgia.

REL model 646B fm receiver in good working condition. Contact Manager, WONW, Defiance, Ohio.

Urgently need 425 foot vertical radiator with base insulation. Broadcast Equipment Company, 1458 Cloverdale, Los Angeles, Calif.

Miscellaneous

Attention station managers. If you have any information as to the whereabouts of James V. Bonnette, call me collect. John T. Cashion, General Manager, WBUY, Lexington, N. C.

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Interested in films? "Films in Review" gives you public reaction through screening committees National Board of Review of Motion Pictures, Authoritative articles. P.O. Box 109, Gracie Station, New York 28, N. Y.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.
Do not send tapes or discs.

Television

Managerial

WANTED
TV STATION MANAGER

Must have past record of successful accomplishment in similar capacity, and be able to run topflight operation, on an economical and efficient basis. A strong sales background, on local and national levels, is a prime pre-requisite.

An exceptional opportunity awaits the right man. To be considered for a personal interview, please tell your complete story in first letter, and be sure to include recent snapshot, past earnings, compensation expected, and references, which will not be contacted without your permission. Confidential. Box 336C, B•T.

Production-Programming, Others

ASSISTANT RESEARCH
PROMOTION DIRECTOR

in New York office of leading television network. Needs basic knowledge of radio and television research techniques with ability to write and deliver sales presentations. State salary requirements. Write Box B•T 921, 221 W. 41st St., N. Y. 36, N. Y.

TV Station Promotion Manager
Wanted Immediately

One of the south's better VHF-TV stations, network-affiliated, one station market, is looking for a good promotion manager who can also handle publicity. Good starting salary. Give full details in first letter to Box 367C, B•T.

Situations Wanted

Managerial

EFFICIENT, STABLE, EXPERIENCED MANAGER AVAILABLE IMMEDIATELY. HAVE MONEY TO INVEST IF REQUIRED. BOX 313C, B•T.

EXPERIENCED MANAGER FOR RADIO OR TELEVISION. A man of outstanding experience is available for management position as result of a tv merger. He has spent 18 years in broadcasting, 8 years in management, including some operating experience in tv. Interested any size market, any area, tv, radio, or both. Asks reasonable salary plus incentive plan. Finest references. This is the man who can solve your problem. Married, 35, dependable, three children, available immediately. Box 347C, B•T.

Television

Managerial

Experienced TV-AM Manager Available

Background includes 12 years managerial experience in major markets with network-affiliated stations, 8 years chief engineer. Built vhf channel 6 station from inception: Design, engineering, purchase of equipment, selected all personnel, negotiated network affiliation et al. Operated both am and tv affiliate until sold recently (new ownership stock arrangement precluded continuance of managerial position). Age 40. Married. Two children. Sober habits. Highest references from industry leaders. Prefer south or southwest. Can invest reasonable amount. Box 334C, B•T.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia, N. C.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

(Continued from page 100)

The proposed major broadcast fee would apply to am, fm and tv applications for construction permits; modifications of construction permits or modifications of licenses involving change in power, frequency, location, and operation; licenses for new stations; renewals of licenses; assignment or transfer of permits or licenses; and special service authorizations. (See story p. 46 B•T, Feb. 1). Action Jan. 28.

Second Survey of Post-Freeze Tv Stations—The Commission authorized second survey of financial experience of post-freeze tv stations, both vhf and uhf. The period to be covered will be Aug. 1, 1953 through March 1954. The post-freeze stations which were in operation by Nov. 1, 1953, will be asked to furnish this supplemental information in connection with

the filing of their Annual Financial Report Form 324 by April 1. It will augment the first survey, announced Dec. 30, 1953, which covered the preceeding post-freeze period. Action Jan. 28.

WORD-TV Spartanburg, S. C.—Spartan Bcstg. Co. FCC by memorandum opinion and order, granted special temporary authority for interim operation, pending construction authorized in its CP from transmitter formerly used by WFBC-FM on Paris Mountain, about 6 miles north of Greenville; 5 kw visual, 2.85 kw aural; antenna 449 ft.; (ch. 7). Comr. Hennock dissented. Action Jan. 28.

Tv Allocation—Rapid City S. D.—On petition filed Dec. 29 by The Hills Bcstg. Co., of Rapid City, S. D., the Commission proposed rule-making to add ch. 3 plus to that city, which now has ch. 7 plus and 15 minus. Comments may be filed on or before Feb. 26. Action Jan. 28.

Tv Allocation—Zanesville, Ohio—By report and order, the Commission finalized its proposed rule-making of Dec. 11, and amended its tv channel assignments for Ohio, by assigning ch. 18 minus to Zanesville, to become effective 30 days after publication in the *Federal Register*. This provides a second commercial uhf channel to that city, the other being ch. 50 plus. Action Jan. 28.

Tv Allocation—In a notice of further proposed rule making, the Commission invited comment by February 26, on (1) proposal by Frank Kyle Spain, Tupelo, Miss., to add tv ch. 9 minus to that place by substituting ch. 11 for ch. 9 in Jackson, Tenn., and (2) proposal by the Alabama Educational Tv Commission to transfer noncommercial educational ch. 7 from University to Munford, Ala. These proposals conflict with proposed rule-making of Nov. 30 to assign ch. 11 to Lexington, Tenn., ch. 7 to Rock Island, Tenn., and ch. 2 to Sneedville, Tenn., for noncommercial educational use. Comr. Sterling not present; Comr. Hennock issued a concurring statement. Action Jan. 28.

Routine Roundup . . .

January 29 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

KWTX Bcstg. Co., Waco Television Corp., Waco, Texas—Granted request of KWTX to dismiss petitions to enlarge the issues in re proceedings for ch. 10 (Docket 10694-95).

WJKO Springfield, Mass., Springfield Bcstg. Co.—Granted petition for dismissal of its petition to enlarge the issues in re am application in Docket 9961.

McClatchy Bcstg. Co., Sacramento Telecasters Inc., Sacramento, Calif.—Granted petition of McClatchy for acceptance of its late filing of reply brief to exceptions filed by Sacramento Telecasters in re their applications for ch. 10 (Docket 9013, 10298).

Chief Broadcast Bureau—Granted petition for extension of time to Jan. 27 within which to file opposition to appeal filed by Hartford Telecasting Co. from order of motions commissioner dated Jan. 7 granting petition of The Travelers Bcstg. Service that depositions should not be taken and quashing a notice of taking of depositions filed by Hartford Telecasting Co. re ch. 3 in Hartford, Conn. (Docket 8521, 10699).

Unitah Bcstg. & Tv Co., Vernal, Utah; Carbon Emery Bcstg. Co., Price, Utah—Dismissed as moot petition of Unitah, party in the proceeding re application of Carbon Emery (Docket 10739; BP-8797), for continuance of hearing; granted petition of Carbon Emery for leave to amend its application to specify 1490 kc in lieu of 1340 kc, and the application as amended was removed from hearing docket.

By Hearing Examiner Millard F. French

Ordered that the date for the exchange of the supplemental material required by Commission Order in re applications of Tulsa Bcstg. Co., et al, applicants for ch. 8 in Muskogee, Okla. (Docket 10836 et al), be changed from Jan. 21 to Jan. 28, 1954. (Action of 1/22/54.)

Radio Diablo Inc., Stockton, Calif.—Corrected page 2, line 9 of initial decision of Jan. 21, 1954, to change the word "require" to "acquire," (Docket 8873). (Ch. 13.) (Action of 1/27/54.)

By Hearing Examiner Isadore A. Honig

Palm Beach Bcstg. Corp., WEAT-TV Inc., West Palm Beach, Fla.—Granted petition of WEAT-TV Inc. for extension of time from Jan. 25 to such later date as may be designated by subsequent order of hearing examiner, for the filing and exchange of the pre-hearing material required of both applicants in re their applications for ch. 12 (Docket 10828-29). (Action taken 1/26/54.) Also granted petition of WEAT-TV for advancement of hearing date from Feb. 5 to Jan. 29 in this proceeding. (Action taken 1/28/54.)

By Hearing Examiner Herbert Sharfman

Latrobe Bcstrs., Latrobe, Pa.—Continued hearing from Feb. 1 to Feb. 23 in re am application (Docket 10428). (Action of 1/27/54.)

The further hearing tentatively scheduled for Feb. 1 in re applications of Scripps-Howard Radio Inc., et al, for ch. 10 in Knoxville, Tenn., was scheduled for Feb. 4 (Docket 10512 et al). (Action of 1/25/54.)

By Hearing Examiner Thomas H. Donahue

By memorandum opinion and order granted so much of the petition of Puget Sound Bcstg. Co. for leave to amend filed Dec. 15, 1953, as seeks to change proposed operating costs and proposed programming; denied in all other respects; ordered that such parts of the amendment tendered with petition as change proposed operating costs and proposed programming accepted, and in all other respects the amendment is rejected; further ordered petition of KXA for leave to amend filed on Dec. 21, 1953, denied, and the amendment tendered with that petition rejected (Docket 9030 et al) re ch. 7 in Seattle.

By Hearing Examiner H. Gifford Irion

Continued from Jan. 28 to Feb. 9 hearing in re applications of Gulf Coast Bcstg. Co. and Baptist General Convention of Texas, for ch. 6 in Corpus Christi (Docket 10559-60).

By Hearing Examiner J. D. Bond

WDOD Bcstg. Corp., Mountain City Tv Inc., Chattanooga, Tenn.—Ordered the transcript of testimony in this proceeding (Docket 10438-39), for ch. 3, corrected in certain respects.

By Hearing Examiner Claire W. Hardy

WREC Bcstg. Service, WMPS Inc., Memphis, Tenn.—By memorandum opinion and order, ordered that (a) evidence relative to programming of either applicant for periods prior to the year 1951 may not be introduced for comparative purposes, and (b) the words "at cost" appearing in Point 1 (d) (3) of the points of reliance of WMPS Inc., be stricken therefrom (Docket 10761-62). (Ch. 3.)

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Stark Telecasting Corp., Tri-Cities Telecasting Inc., Canton, Ohio—Granted joint petition for extension of time to Feb. 23, in which to file proposed findings in re applications for ch. 29 (Docket 10272 et al).

By Hearing Examiner James D. Cunningham

Chief Broadcast Bureau—Granted petition for extension of time to Feb. 23, in which to file proposed findings and briefs in re application of Jefferson Amusement Co. for ch. 4 at Port Arthur, Tex. (Docket 10779).

By Hearing Examiner Millard F. French

Sangamon Valley Tele. Corp., WMAY-TV Inc., Springfield, Ill.—Continued from Feb. 1 to Feb. 8 the hearing in re applications for ch. 2 (Docket 10701 and 10703).

January 29 Applications

ACCEPTED FOR FILING

Modification of CP

KSCY Searcy, Ark., Mrs. Edith Wood Sweezy—Modification of construction permit (BP-8471) as reinstated and modified which authorized new standard broadcast station for extension of completion date (BMP-6417).

WINK Ft. Myers, Fla., Fort Myers Bcstg. Co.—Modification of construction permit (BP-8773) as modified, which authorized erecting new antenna and mounting tv antenna on top (increase in height) for extension of completion date. Contingent on grant of tv application for extension of time (BMP-6419).

WSVA Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—Modification of construction permit (BP-8777) which authorized change in power from 1 kw day and night to 1 kw, night; 5 kw, day and change type of transmitter for extension of completion date (BMP-6418).

KOPO-TV Tucson, Ariz., Old Pueblo Bcstg.—Mod. of CP (BPCT-1168) as mod., which authorized new tv station for extension of completion date to 8/1/54 (BMPCT-1779).

WINK-TV Ft. Myers, Fla., Ft. Myers Bcstg. Co.—Mod. of CP (BPCT-875) as mod., which authorized new tv station for extension of completion date to 5/11/54 (BMPCT-1774).

WIRK-TV West Palm Beach, Fla., WIRK-TV Inc.—Mod. of CP (BPCT-908) as mod., which authorized new tv station for extension of completion date to 4/20/54 (BMPCT-1784).

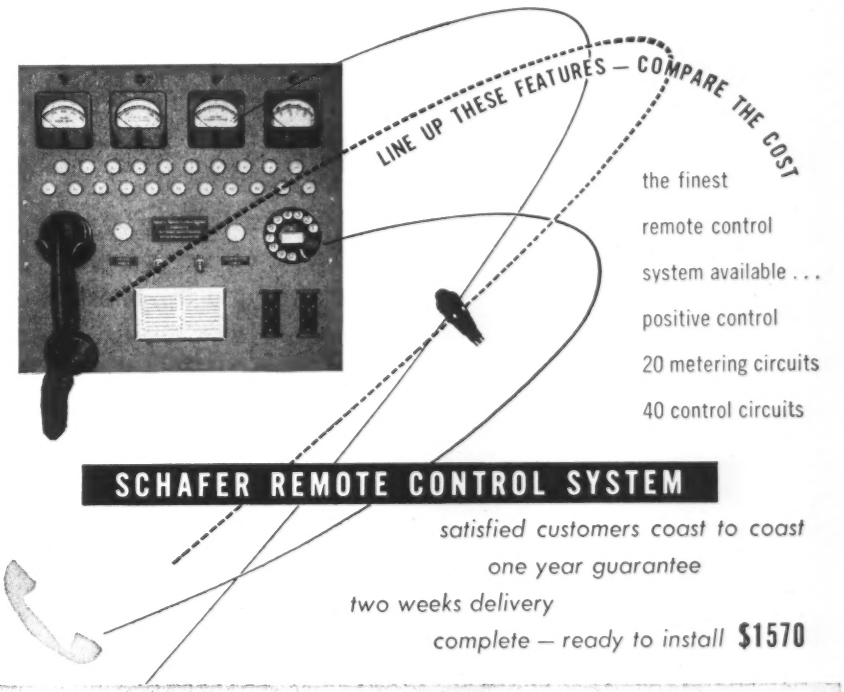
KIDO-TV Boise, Idaho, KIDO Inc.—Mod. of CP (BPCT-880) as mod., which authorized new tv station for extension of completion date to 8/23/54 (BMPCT-1782).

WTVO Rockford, Ill., Winnebago Tv Corp.—Mod. of CP (BPCT-1052) as mod., which authorized new tv station for extension of completion date to 8/24/54 (BMPCT-1789).

KMBC-TV Kansas City, Mo., Midland Bcstg. Co.—Mod. of CP (BPCT-292) which authorized new tv station for extension of completion date to 8/24/54 (BMPCT-1790).

WPTR-TV Albany, N. Y., Patroon Bcstg. Co.—Mod. of CP (BPCT-405) which authorized new tv station for extension of completion date to 8/1/54 (BMPCT-1781).

WRNY-TV Rochester, N. Y., Genesee Valley Tv Corp.—Mod. of CP (BPCT-1387) as mod., which authorized new tv station for extension of completion date to 8/1/54 (BMPCT-1785).



Scale of Miles: (_____) Prospects to the Inch!

No figures to put in that blank space yet—but letters pour in every day from points all over the area shown above. In different ways, they say: "WHIO-TV with 316,000 watts and the World's Tallest TV Tower comes in here perfectly clear." It's amazing! New tower and the boost in power only in use since December 1st of '53. Check with George P. Hollingbery representatives. They'll have complete information very soon.

1. **FT. WAYNE, IND.**
"Reception perfect day and night. Enjoy it very much."
2. **LIMA, OHIO**
"Your new tower and increased power have really improved the reception in Lima."
3. **CYNTHIANA, KY.**
"We could hardly get your station until recently and now it comes in clear . . ."
4. **POWELL, OHIO**
"Just a line to let you know how well we get your Channel 7 . . . listen regularly . . . "
5. **SHELBYVILLE, IND.**
"Thought you might like to know how strong you come in here . . ."
6. **ANDERSON, IND.**
"I get your station with very good reception."

whio-tv
CBS • ABC • DUMONT

CHANNEL **7** DAYTON, OHIO

ONE OF AMERICA'S GREAT **AREA** STATIONS

WCBF-TV Rochester, N. Y., Star Bcstg. Co.—Mod. of CP (BPCT-1608) which authorized new tv station for extension of completion date to 8/10/54 (BMPCT-1788).

WNAO-TV Raleigh, N. C., Sir Walter Tv Co.—Mod. of CP (BPCT-1156) as mod., which authorized new tv station for extension of completion date to 4/1/54 (BMPCT-1778).

WENS Pittsburgh, Pa., Telecasting Inc.—Mod. of CP (BPCT-1349) as mod., which authorized new tv station for extension of completion date to 5/9/54 (BMPCT-1783).

WTVU Scranton, Pa., Appalachian Co.—Mod. of CP (BPCT-506) as mod., which authorized new tv station for extension of completion date to 7/29/54 (BMPCT-1777).

WOKY-TV Milwaukee, Wis., Bartell Bcstrs. Inc.—Mod. of CP (BPCT-784) as mod., which authorized new tv station for extension of completion date to 8/3/54 (BMPCT-1787).

CP

WCBI Columbus, Miss., Birney Imes Jr.—Construction permit to change frequency from 1340 kc to 550 kc, increase power from 250 w to 500 w, night; 1 kw, day; install new transmitter and directional antenna day and night and change transmitter location. Amended to change type transmitter and change name of applicant to Columbus Bcstg. Co., Inc. (BP-8977).

WLNH Laconia, N. H., Northern Bcstg. Corp.—Construction permit to change frequency from 1340 kc to 1350 kc increase power from 250 w to 5 kw, hours of operation to daytime only, using non-directional antenna. Amended to change type of transmitter (BP-8979).

WDLA Walton, N. Y., Delaware County Bcstg. Corp.—Construction permit to install new transmitter (BP-9143).

Renewal of License

KECC Pittsburg, Calif., KECC Inc. (BR-2371); KGYW Vallejo, Calif., Ellsworth Peck and A. J. Krisik d/b as Vallejo Bcstg. Co. (BR-1807); WTIC Hartford, Conn., The Travelers Bcstg. Service Corp. (BR-138); WHAY New Britain, Conn., Central Conn. Bcstg. Co. (BR-2365); WCIL Carbondale, Ill., Paul F. McRoy, and Ann E. Searing, individually and as Executrix of the estate of John H. Searing, deceased d/b as Southern Illinois Bcstg. Partnership (BR-1467); WDZ Decatur, Ill., WDZ Bcstg. Co. (BR-600); KNEX McPherson, Kan., K. R. Krehbiel (BR-2212); KLOU Lake Charles, La., The Pelican Bcstg. Co. (BR-1588); WABI Bangor, Me., Community Bcstg. Service (BR-145); WMNB North Adams, Mass., Northern Berkshire Bcstg. Co. (BR-1798); WHLI Hempstead, N. Y., Fm Bcstg. Corp. (BR-1565); WSKI Montpelier, Vt., Montpelier-Barre Bcstg. Co. (BR-1861); KOMO Seattle, Wash., Fisher's Blend Station Inc. (BR-67).

APPLICATIONS RETURNED

Relinquishment of Control

KDKD Clinton, Mo., Clinton Bcstg. Co.—Voluntary relinquishment of positive control of licensee corporation by David M. Segal through transfer of 1 share of stock to Lee E. Baker and Jeanne F. Baker. Application not signed correctly.

CP for New Transmitter

KULE Ephrata, Wash., Columbia Basin Bcstg. Co.—Construction permit to install new transmitter. Application signed by the General Manager.

Renewal of License

WFEA Manchester, N. H., N. H. Bcstg. Inc.—Application signed by General Manager (BR-828).

WWON Woonsocket, R. I., Woonsocket Bcstg. Co.—Application not notarized (BR-1378).

KAIM Honolulu, Hawaii, Christian Bcstg. Assn. (BRH-733).

WSAN-FM Allentown, Pa., B. Bryan Musselman, Olivia P. Musselman & Reuel H. Musselman, d/b as Lehigh Valley Bcstg. Co. (BRH-354).

WABT Birmingham, Ala., The Tv Corp. (BRCT-35); WSB-TV Atlanta, Ga., Atlanta Newspapers Inc. (BRCT-97); WAGA-TV Atlanta, Ga., Storer Bcstg. Co. (BRCT-60); WNAC-TV Boston, Mass., General Teleradio Inc. (BRCT-63); WCCO-TV Minneapolis, Minn., Midwest Radio-Tv Inc. (BRCT-49); KSTP-TV St. Paul, Minn., KSTP Inc. (BRCT-56); WJAR-TV Providence, R. I., The Outlet Co. (BRCT-32).

TELESTATUS®

Feb. 8, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► **WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000**
► **WBRC-TV (6) NBC; Raymer; 184,300**
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
► **WKAB-TV (48) CBS, DuM; Forjoe; 44,850**

Montgomery†—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 22,300
Montgomery Bcstg. Co. (12), Initial Decision 10/7/53

ARIZONA

Mesa (Phoenix)—
► KTYL-TV (12) NBC, DuM; Avery-Knodel; 80,289

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 80,289
► KOY-TV (10) ABC; Blair; 80,289
► KPHO-TV (5) ABC, CBS, DuM; Katz; 80,289

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 18,100
► KVOA-TV (4) NBC; Raymer; 18,100

Yuma†—
► KIVA (11) DuM; Forjoe; 17,902

ARKANSAS

Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Hot Springs†—
Southern Newspapers Inc. (9) 1/20/54—Unknown

Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
► **KRTV (17) CBS, DuM; 51,000**

Pine Bluff†—
► KATV (7) ABC; Avery-Knodel; 56,102

CALIFORNIA

Bakersfield—
► KERO-TV (10) CBS, NBC; Avery-Knodel; 98,831
► **KAFY-TV (29) ABC, DuM; Forjoe; 49,600**

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*

Chico—
► KHSL-TV (12) CBS, NBC; Grant; 28,200

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair

Fresno—
KBID-TV (53) Meeker; 8/12/53-2/13/54
► KJEO-TV (47) ABC; Branham; 81,850
► **KMJ-TV (24) CBS, NBC; Raymer; 79,147**

Los Angeles—
KBIC-TV (22), 12/10/52-Spring '54
► KABC-TV (7) ABC; Petry; 1,758,985
► KHJ-TV (9) H-R; 1,758,985
► KCOP (13) Katz; 1,758,985
► KNBH (4) NBC; NBC Spot Sls.; 1,758,985
► KNXT (2) CBS; CBS Spot Sls.; 1,758,985
► KTLA (5) Raymer; 1,758,985
► KTTV (11) DuM; Blair; 1,758,985
► **KTHE (*28)**

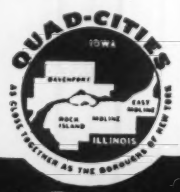
Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million urban population in the 50-mile area
More than TWO MILLION in the 100-mile area . . .
NOW
319,000
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE AREA
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

WHBF-TV
ROCK ISLAND, ILL.

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. Over 95% of all families in this area now have TV sets. (250,000)

Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel Inc

BMI
"Pin Up" Hit

BAION

RECORDED BY

HONEYDREAMERS.....Juno
TITO RODRIGUEZ.....Victor
FONTANE SISTERS.....Victor
PAULO ALENCAR.....Coral
JOE LOCO.....Tico
MORTY CRAFT.....Essex

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FOR THE RECORD

Merced†—
KMER (34), 9/16/53-Unknown
Monterey†—
► KMBY-TV (8) CBS; Hollingbery; 190,212
Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
► KCCC-TV (40) (c)
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
► KSEW-TV (8) CBS, NBC; Hollingbery; 190,212
San Bernardino†—
KITO-TV (18), 11/6/52-Unknown
Orange Belt Telecasters (30), Initial Decision 9/18/53
San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
► KFSD-TV (10) NBC; Katz; 206,382
Elliot Cushman (21), 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-February '54 (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 829,400
► KPIX (5) CBS, DuM; Katz; 829,400
► KRON-TV (4) NBC; Free & Peters; 829,400
KSAN-TV (32) McGillvra; 4/29/53-2/15/54
San Jose†—
KVIE (48), 6/17/53-October '54
Standard Radio & Tv Co. (11), Initial Decision 11/18/53
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 62,362
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827
Stockton†—
► KTVU (36) Hollingbery
Radio Diablo Inc. (13) Initial Decision 1/21/54
Tulare (Fresno)—
► KCOK-TV (27) DuM; Forjoe; 104,000
Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

COLORADO

Colorado Springs†—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 37,604
► KRDO-TV (13) NBC; McGillvra; 16,000
Denver—
► KBTV (9) ABC, CBS; Free & Peters; 197,516
► KFEL-TV (2) NBC; Blair; 197,516
► KLZ-TV (7) CBS; Katz; 197,516
► KOA-TV (4) NBC; Petry; 197,516
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 38,000
► KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
► WICC-TV (43) ABC, DuM; Young; 50,117
WSJL (49), 8/14/52-Unknown
Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown
New Britain—
► WKNB-TV (30) CBS, DuM; Bolling; 137,063
New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 635,190
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCTN (*63), 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Rambeau; 97,960

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 184,762
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls; 591,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000

FLORIDA

Clearwater†—
Pioneer Gulf Tv Bcstrs. (32), 12/2/53-March '54
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 86,000
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)
Fort Myers†—
WINK (11) Weed; 3/11/53-3/1/54
Jacksonville—
► WJHP-TV (36) Perry
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 208,441
WOBS-TV (30) Stars National; 8/12/53-April '54
Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27), 12/2/53-Unknown
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 235,000
Miami-Biscayne Tv Corp. (33), 12/9/53-Unknown
Orlando†—
WDBO-TV (6) CBS; Blair; 10/14/53-April '54
Panama City†—
► WJDM (7) CBS; Hollingbery
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery
► WPFA (15) CBS, DuM; Young
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000
Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-April '54
West Palm Beach—
WEAT-TV Inc. (12) Initial Decision 2/3/54.
► WIRK-TV (21) Weed; 21,405
WJNO-TV (5), 11/4/53-6/1/54

GEORGIA

Albany†—
Herald Pub. Co. (10) Burn-Smith; 1/13/54-6/1/54
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC; Hollingbery; 40,800
WRDW-TV (12) CBS; Headley-Reed; 9/16/53-2/8/54
Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 22,500
► WRBL-TV (4) CBS; Hollingbery
Macon—
► WETV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) CBS, DuM; Katz; 60,000
Rome†—
► WROM-TV (9) Weed; 75,500
Savannah†—
WTOC-TV (11) ABC, CBS; Katz; 6/26/53-2/14/54
Thomasville†—
WCTV (6), 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-February '54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 24,200
► KIDO-TV (7) NBC, DuM; Blair; 17,800
KTVI (9) ABC; Hollingbery; 1/15/53-October '54
Idaho Falls—
► KID-TV (3) CBS, NBC; Gill-Perna; 10,000
KIFT (8) ABC; Hollingbery; 2/26/53-April '54
Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 165,000
Bloomington†—
► WBLN (15) McGillvra;12,350
Champaign—
► WCIA (3) Hollingbery; 240,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,800,000
► WBKB (7) ABC; Blair; 1,800,000
► WGN-TV (9) DuM; Hollingbery; 1,800,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,800,000
*Chicago Educational Tv Assn. (*11), 11/5/53-Unknown*
Danville—
► WDAN-TV (24) Everett-McKinney; 15,000
Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 127,500
Evanston†—
WTLE (32), 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22)
Joliet†—
WJOL-TV (48), 8/21/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 124,825
► WTVH-TV (19) ABC, DuM; Petry; 106,405
Quincy†—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 96,600
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 56,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361
Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 303,040
Elkhart†—
WSJV (52) H-R; 6/3/53-3/1/54
Evansville†—
► WFIE (62) Venard; 41,750
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 49,890
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 423,000
WJRE (26), 3/26/53-Unknown
Universal Bcstg. Co. (8) Bolling; 1/28/54-6/1/54
LaFayette†—
► WFAM-TV (59) Rambeau; 40,320
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Walker; 54,230
Princeton†—
► WRAY-TV (52) Walker; 25,000
South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 95,685
Terre Haute†—
WTHI-TV (10), 10/7/53-Unknown
Waterloo†—
WINT (15) 4/6/53-3/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 161,946
Cedar Rapids—
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 194,376
Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361
Des Moines—
► KGTV (17) Hollingbery; 29,424
WHO-TV (13) NBC; Free & Peters; 9/2/53-Spring '54
Fort Dodge†—
► KQTV (21) Pearson; 41,000
Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54
Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) CBS, NBC, DuM; Katz; 80,000
KCOM Bcstg. Co. (4) 1/21/54-Unknown
Waterloo†—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Hutchinson—
► KTVH (12) CBS, DuM; H-R; 80,382
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000
Topeka—
KTKA (42), 11/5/53-Unknown
► WIBW-TV (13) CBS; Capper Sls.; 43,978
Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
► KEDD (16) ABC, NBC; Petry; 55,665

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson†—
► WEHT (50) CBS; Meeker; 31,000
Lexington†—
WLAP-TV (27) Pearson; 12/3/53-4/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 326,776
► WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
► WKLO-TV (21) ABC, DuM; Venard; 55,483
WLOU-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown
Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5), 12/30/53-Unknown
Baton Rouge—
KHTV (40), 12/18/52-Unknown
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,000
Louisiana Tv Bcstg. Corp. (2) 1/28/54-September '54
Lafayette†—
KVOL-TV (10), 9/16/53-3/15/54
KLFY-TV (10), 9/16/53-3/15/54
Lake Charles†—
KPLC-TV (7) 11/12/53-Unknown
► KTAG (25) ABC, CBS, DuM; Young
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 94,500
► KFAZ (43) Pearson; 16,500
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late Winter '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 235,077
► WJMR-TV (61) DuM; Bolling; 56,443
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 52,000
Lewiston—
► WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 15,500
Poland†—
WMTW (8), 7/8/53-4/1/54
Portland—
► WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
► WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 29,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

SET SALES ARE SOARING
BUT RATE CARD NO. 1 STILL IN EFFECT

Interim Operation Report

TV set ownership has already reached 63% saturation in our home county . . . other counties almost neck and neck.

AREA TOTAL: 43,978 *

IMPORTANT! Our Rate Card No. 1 is still in effect. These realistic prices guarantee you an increasingly lower cost per thousand . . . and six months' rate protection to boot.

CBS DuMONT ABC

Interconnected

* *Electric Assn. of Kansas City 12/1/53*

WIBW-TV 13

The Kansas View Point

New Power—85KW
New Antenna—1,000 Ft.
Over 100,000 TV Homes

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 529,974
► WBAL-TV (11) NBC; Petry; 529,974
WITH-TV (60) Forjoe; 12/18/52-Unknown
► WMAR-TV (2) CBS; Katz; 529,974
United Bcstg. Co. (18), 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-3/1/54

MASSACHUSETTS

Adams (Pittsfield)†—
WMGT (74) Walker; 2/18/53-2/15/54
Boston—
WBOS-TV (50), 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,143,486
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,143,486
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; 96,250
Lawrence†—
WGIM (72), 6/10/53-Unknown
New Bedford†—
WTEV (28), Walker; 7/11/53-Spring '54
Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 110,000
► WWLP (61) ABC, NBC; Hollingbery; 110,000
Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-April '54
► WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 17,200
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
► WBKZ (64) ABC; Weed; 55,924
Bay City (Midland, Saginaw)—
WNEM-TV (5) NBC, DuM; Headley-Reed; 9/2/53-2/15/54 (granted STA Jan. 13)
Benton Harbor†—
WHFB-TV (42), 2/26/53-Unknown
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,405,800
► WWJ-TV (4) NBC; Hollingbery; 1,144,890
► WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
► WKAR-TV (*60)
Flint—
WFDF-TV (12), Initial Decision 5/11/53
► WTAC-TV (16) ABC; Raymer; 44,850
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 357,094
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839
Lansing—
► WILS-TV (54) DuM; Venard; 25,096
► WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 245,320
Muskegon†—
WTVM (35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 69,280
WSBM-TV (51), 10/29/53-Unknown
Traverse City†—
WPBN-TV (7), 11/25/53-Unknown

MINNESOTA

Austin†—
► KMMT (6) ABC, CBS, DuM; Pearson; 74,013
Duluth†—
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/1/54
► WFTV (38) ABC, CBS, NBC, DuM; Young; 34,500
Hibbing†—
North Star Tv Co. (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
► WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 420,500
► WTCN-TV (11) ABC; Blair; 413,400
Rochester—
► KROC-TV (10) ABC, NBC, DuM; Meeker; 65,000
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 420,500
► WMIN-TV (11) ABC; Blair; 413,400

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown
Jackson—
► WJTV (25) ABC, CBS, NBC, DuM; Katz; 31,996
► WLBT (3) NBC; Hollingbery; 31,996
WSLI-TV (12) ABC; Weed; 7/22/53-3/31/54
Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 36,200

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia†—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343
Festus†—
► KACY (14) Raymer; 201,200
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 96,606
Joplin†—
KSWM-TV (12), 12/23/53-Unknown
Kansas City—
► KCMO-TV (5) ABC; Katz; 365,480
► KCTY (25) ABC, CBS, DuM; Avery-Knodel; 51,363
► KMBC-TV (9) CBS; Free & Peters; 365,480
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 365,480
► WHB-TV (9) CBS; Blair; 365,480
Kirksville†—
KBIZ Inc. (3) 12/16/53-6/15/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 92,205
St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 555,914
► KSTM-TV (36) ABC; H-R; 205,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-February '54
Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 42,300

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 7,500
KRHT (8), 1/15/53-Unknown
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,000
Great Falls†—
KFBB-TV (5) CBS; Weed; 1/15/53-Spring '54
Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege†—
► KHOL-TV (13) CBS, DuM; Meeker; 15,630
Lincoln—
► KFOR-TV (10) ABC; Raymer; 71,348
► KOLN-TV (12) DuM; Weed; 75,938
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401
Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
WMUR-TV (9) Weed; 8/26/53-2/15/54
Mt. Washington†—
WMTW (8), 7/8/53-4/1/54

NEW JERSEY

Asbury Park†—
► WRTV (58)
Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 16,110
WOCN (52), 1/8/53-Unknown
Camden†—
South Jersey Bcsg. Co. (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*
Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 39,000
► KOAT-TV (7) ABC; Hollingbery; 36,000
► KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 38,518
Clovis†—
KNEH (12), 3/4/53-Unknown
Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 16,219

NEW YORK

Albany (Schenectady, Troy)—
WPTR (23), 6/10/53-Unknown
► WROW-TV (41) ABC; Bolling; 57,000
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12), ABC, CBS, NBC, DuM; Bolling; 209,357
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
Great Northern Tv Inc. (5), 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 362,017-(a)
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*
Elmira—
► WECT (18) NBC; Everett-McKinney; 21,861
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 24,253
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Jamestown†—
WJTN-TV (58), 1/23/53-Unknown
Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; March '54
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
Poughkeepsie†—
WEOK-TV (21) 11/26/52-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 205,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 205,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 205,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 301,750
WTRI (35) CBS; Headley-Reed; 6/11/53-2/15/54
Syracuse—
► WHEN (8) ABC, CBS, DuM; Katz; 296,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 296,962
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 134,000
Watertown†—
WWNY-TV (48) Weed; 12/23/52-Unknown

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,400
WLOS-TV (13), 12/9/53—Unknown
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC; Bolling
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 381,145
Durham†—
WCIG-TV (46) NBC, DuM; H-R; 2/26/53-Unknown
Durham Bcstg. Enterprises Inc. (11) 1/21/54-Unknown
Goldsboro†—
WTVX (34), 9/30/53-Unknown
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 207,045
Greenville—
WNCT (9) CBS, DuM; Pearson
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 48,820
Wilmington†—
WMFD-TV (6), NBC; Weed; 7/30/53-2/15/54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 157,580
► WTOB-TV (26) ABC, DuM; H-R; 42,750

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair
Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 22,850
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 16,000
Valley City†—
KXJB-TV (4) Weed; 8/5/53-Early '54

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 49,431
Ashtabula†—
► WICA-TV (15) Gill-Perna
Cincinnati—
*WCET (*48), 12/2/53-Unknown*
WCIN-TV (54), Forjoe; 5/14/53-October '54
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls.; 823,629
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
United Bcstg. Co. (19), 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
►WTVN (6) ABC, DuM; Katz; 336,737
Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 406,320
► WIFE (22) Headley-Reed; 36,952
► WLWD (2) NBC; WLW Sls.; 300,000
Elyria†—
Elyria-Lorain Bcstg. Co. (31) Initial Decision 1/27/54
Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
►WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079
Massillon†—
WMAC-TV (23) Petry; 9/4/52-4/15/54
Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,000
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 276,229
Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 105,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 105,000
WUTV (21) Petry; 9/25/52-Unknown
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 25,108

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54
Enid†
Streets Electronics Inc. (5), 12/16/53-Unknown
Lawton†—
►KSWO-TV (7) Everett-McKinney; 34,772
Miami†—
KMIV (58), 4/22/53-Unknown
Oklahoma City—
►KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 82,174
►KWTV (9) CBS; Avery-Knodel; 251,742
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 251,742
*Oklahoma Educational Tv Authority (*13), 12/2/53-Unknown*
Tulsa—
KCEB (23) Bolling; 2/26/53-February '54 (granted STA Jan. 18)
► KOTV (6) ABC, CBS, NBC; Petry; 200,000
Arthur R. Olson (17) Initial Decision 1/29/54

OREGON

Eugene†—
KVAL-TV (13) Hollingbery; 5/14/53-3/1/54
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair
Portland—
► KOIN-TV (6); CBS; Avery-Knodel; 138,876
► KPTV (27) NBC; NBC Spot Sls.; 149,156
Oregon Tv Inc. (12), Initial Decision 11/10/53
Salem†—
KPIC (24) 12/9/53-February '54 (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67), 7/16/53-Early '54
WQCY (39), 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 64,427
Chambersburg†—
► WCHA-TV (46) Forjoe; 13,500
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 65,098
Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35), 10/14/53-Unknown
WLEU-TV (66) 12/31/53-Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-3/1/54
► WHP-TV (55) CBS; Bolling; 85,750
► WTPA (71) NBC; Headley-Reed; 85,750
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 732,933
Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 284,476
WWLA (21) Taylor; 5/7/53-Early '54
Lebanon†—
►WLBR-TV (15) Pearson; 138,300
Lewiston†—
WMRF-TV (38), 4/2/53-Unknown
New Castle†—
►WKST-TV (45) DuM; Everett-McKinney; 85,802
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,741,272
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,724,329
Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 808,780
► WENS (16) ABC, CBS; Petry; 154,239
► WKJF-TV (53) Weed; 160,000
*WQED (*13), 5/14/53-February '54 (granted STA Oct. 14)*
WTVQ (47) Headley-Reed; 12/23/52-Early '54
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
WARM-TV (16) Hollingbery; 2/26/53-2/9/54 (granted STA Jan. 26)
► WGBI-TV (22) CBS; Blair; 115,000
► WTVU (73) Bolling; 150,424
Sharon†—
Leonard J. Shafitz (39) 1/27/54-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 130,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 125,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54
York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
►WSBA-TV (43) ABC; Radio-Tv Representatives; 76,100

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,080,413
WNET (16) ABC, DuM; Raymer; 4/8/53-2/5/54
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54), 10/21/53-Unknown
Anderson†—
► WAIM-TV (40) CBS; Burn-Smith; 43,000
Camden†—
WACA-TV (15) 6/3/53—Unknown
Charleston†—
►WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 51,043
Columbia—
► WCOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,482
►WIS-TV (10) NBC; Free & Peters; 68,074
► WNOK-TV (67) CBS, DuM; Raymer; 35,000
Florence†—
WPDV (8), CBS; 11/25/53-Sept. '54
Greenville—
►WFBC-TV (4) NBC; Weed
► WGVL (23) ABC, NBC, DuM; H-R; 40,863
Greenwood†—
WCRS-TV (21), 4/8/53-Unknown
Spartanburg†—
WORD-TV (7), 11/25/53-Unknown
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

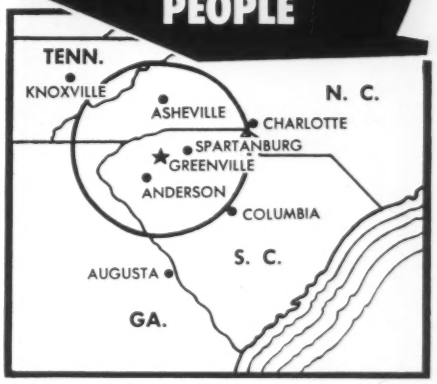
Sioux Falls†—
►KELO-TV (11) ABC, CBS, NBC; Raymer; 47,189

TENNESSEE

Chattanooga†—
WOUC (49) Pearson; 8/21/52-Unknown
WTVT (43), 8/21/52-Unknown
WDEF Bcstg. Co. (12) Branham; 1/28/54-May '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

WFBC-TV
the BIG VHF STATION in Western Carolinas' Market of 1,749,245 PEOPLE



. . a market with

INCOMES . . . . . $1,892,961,000.
RETAIL SALES . . . $1,187,300,000.
TV SETS . . . . . More than 287,266

UP WITH THE SOUTH'S LEADERS

Ahead of Jacksonville, Miami, New Orleans, and Atlanta in size of its total market, WFBC-TV likewise far outranks any other television station in South Carolina. Operating on maximum power, WFBC-TV has the Carolinas' highest antenna —2204 ft. above sea level.
Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

use all the IMPACT of

WVEC-TV

CHANNEL 15

in the Great Norfolk Area!

NORFOLK
HAMPTON
PORTSMOUTH
NEWPORT NEWS
VIRGINIA BEACH
WARWICK
WILLIAMSBURG
SMITHFIELD

Here's selling power PLUS in the great Norfolk Metropolitan Area where only WVEC-TV is NBC . . . beaming your sales message right to the core of this dynamic multi-city market.

only WVEC-TV is an NBC Television Affiliate

Represented by WILLIAM G. RAMBEAU

NEW YORK • CHICAGO • SAN FRANCISCO • MINNEAPOLIS • LOS ANGELES

Jackson†—
WDXI-TV (9), 12/2/53-6/1/54
Johnson City†—
► WJHL-TV (11) Pearson; 42,178
Knoxville—
► WROL-TV (6) Avery-Knodel; 50,915
► WTSK (26) CBS, DuM; Pearson; 42,380
Memphis—
► WHBQ-TV (13) Blair; 249,121
► WMCT (5) ABC, CBS, NBC, DuM; Branham; 249,121
Nashville—
► WSIX-TV (8) CBS; Hollingbery; 133,869
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 143,591
Old Hickory (Nashville)—
WLAC-TV (5), Katz; 8/5/53-March '54

TEXAS

Abilene†—
► KRBC-TV (9) Pearson; 20,312
Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 43,041
► KGNC-TV (4) NBC, DuM; Katz; 43,041
KLYN-TV (7), 12/11/53-Unknown
Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 55,271
Beaumont†—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53
Corpus Christi†—
Coastal Bend Tv Co. (22), 1/6/53-Unknown
H. L. Hunt (43), 12/9/53-Unknown
Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 319,000
► WFAA-TV (8) ABC, NBC, DuM; Petry; 319,000
El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 36,503
► KTSM-TV (9) NBC; Hollingbery; 34,380
Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 303,411
Galveston—
► KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 235,000
Harlingen†—
► KGBT-TV (4) CBS; Pearson; 31,300
Houston—
► KNUZ-TV (39) DuM; Forjoe; 59,666
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 300,000
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), Initial Decision 1/14/53
Longview†—
► KTVE (32) Forjoe; 16,100
Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 40,893
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 40,893
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-1954
Marshall†—
KMSL (16), 6/25/53-Unknown
Midland—
► KMID-TV (2) NBC; Venard; 24,500
San Angelo†—
► KTXL-TV (8) CBS; Venard; 18,047
San Antonio—
KALA (35), 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 178,043
► WOAI-TV (4) NBC; Petry; 178,043
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 65,543
Texarkana—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 62,213
Tyler†—
► KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 8,000
Lucille Ross Lansing (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 30,000
Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-February '54 (granted STA Jan. 18)
Wichita Falls†—
► KFDX-TV (3) ABC, NBC; Raymer; 44,000
► KWFT-TV (6) CBS, DuM; Blair; 44,000

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown
Salt Lake City—
► KDYL-TV (4) NBC; Blair; 152,600
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 156,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3), Initial Decision 10/2/53

VIRGINIA

Danville†—
WBTM-TV (24) Hollingbery; 12/18/52-2/8/54 (granted STA Jan. 7)
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 71,239
Harrisonburg†—
► WSVA-TV (3) NBC; Devney; 66,842
Lynchburg—
► WLVA-TV (13) CBS, DuM; Hollingbery; 97,218
Marion†—
WMEV-TV (50) Donald Cooke; 4/2/53-Unknown
Newport News—
► WACH (33) Avery-Knodel
Norfolk—
► WTAR-TV (4) ABC, CBS, DuM; 207,600
► WTOV-TV (27) ABC, DuM; Forjoe; 83,100
► WVEC-TV (15) See Hampton
Richmond—
WOTV (29), 12/2/53-Unknown
► WTVR (6) ABC, CBS, NBC, DuM; Blair; 186,527
Roanoke—
► WSLS-TV (10) NBC; Avery-Knodel; 223,000

WASHINGTON

Bellingham†—
► KVOS-TV (12) Forjoe; 33,301
Seattle—
► KING-TV (5) ABC; Blair; 326,000
► KOMO-TV (4) NBC; Hollingbery; 326,000
*KUOW-TV (*9), 12/23/53-September '54*
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 50,823
► KXLY-TV (4) CBS, DuM; Walker; 46,678
Tacoma—
► KMO-TV (13) Branham; 316,100
► KTNT-TV (11) CBS, DuM; Weed; 326,000
Vancouver†—
KVAN-TV (21) 9/25/53-Unknown
Yakima—
► KIMA-TV (27) CBS; Weed; 14,733

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 22,500
The Tierney Co. (8) Initial Decision 1/25/54
Fairmont†—
WJPB-TV (35) ABC, DuM; Headley-Reed; 7/1/53-2/21/54
Huntington—
► WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz; 260,682
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 17,000
Wheeling—
WLTV (51), 2/11/53-Unknown
► WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 54,230
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
La Crosse†—
WKBT (8) NBC; Raymer; 10/28/53-Summer '54
La Crosse Tv Corp. (38), 12/16/53-Unknown
Madison—
*WHA-TV (*21), 10/7/53-Unknown*
► WKOW-TV (27) CBS; Headley-Reed; 35,000
► WMTV (33) ABC, DuM; Meeker; 32,000
Marinette†—
WMGB-TV (11), 11/18/53-Unknown
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 236,640
► WOKY-TV (19) ABC, DuM; H-R; 236,640
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 644,973

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

Neenah†—
► WNAM-TV (42) George Clark

Oshkosh—
► WOSH-TV (48) Headley-Reed; 15,114

Superior†—
WDSM-TV (6) CBS; Free & Peters; 10/14/53-3/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown

Cheyenne†—
KFBC-TV (5) CBS; Hollingbery; 1/23/53-2/15/54

ALASKA

Anchorage†—
► KFIA (2) CBS, NBC; Weed
► KTVA (11) NBC, DuM; Feltis

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
► KGMB-TV (9) ABC, CBS; Free & Peters; 41,000
► KONA (11) NBC, DuM; NBC Spot Sls.; 41,000
KULA-TV (4) Headley-Reed; 5/14/53-3/15/54

PUERTO RICO

San Juan†—
WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-February '54
WKAQ-TV (2) Inter-American; 7/24/52-February '54

CANADA

London†—
► CFPL-TV (10)

Montreal—
► CBFT (2) 86,800
► CBMT (6)

Ottawa—
► CBOT (4) 10,100

Sudbury†—
► CKSO-TV (5) 4,141

Toronto—
► CBLT (9) 222,500

Vancouver—
► CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
► XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200

Tijuana† (San Diego)—
► XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 359; total cities with stations on air: 238. Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 27,710,000.

*** Indicates educational stations**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 245,258 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) Figure not available for KCCC-TV Sacramento pending new survey now in progress.

UPCOMING

FEBRUARY

Feb. 11: Academy of Television Arts & Sciences, annual awards dinner, Palladium, Hollywood.

Feb. 12-13: Oregon State Broadcasters Assn., U. of Oregon, Eugene.

Feb. 14-20: Advertising Recognition Week.

Feb. 15-16: ABC-AM-TV Affiliates meeting, Roosevelt Hotel, New Orleans.

Feb. 18-20: Southwestern Assn. of Adv. Agencies, 21st annual convention, Rice Hotel, Houston.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 20: Vitapix Corp., annual meeting of stockholders and board of directors, Washington.

Feb. 21-28: Brotherhood Week.

MARCH

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 15: BMI program clinic, Hotel Vancouver, Vancouver, B. C.

March 17-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.

March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

APRIL

April 1: Comments due on FCC proposed license fees.

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 11: Replies due to comments on FCC proposed license fees.

April 12: BMI program clinic, Hamilton, Ont.

April 18-23: Inside Advertising Week.

April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.

April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.

April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

MAY

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 5-7: IRE Seventh Region Conference & Electronic Exhibit, Multnomah Hotel, Portland, Ore.

May 23: NARTB Convention, Palmer House, Chicago.

May 24-26: National Telemetering Conference, Hotel Morrison, Chicago.

JUNE

June 7: BMI program clinic, Winnipeg, Man.

June 9: BMI program clinic, Regina, Sask.

June 11: BMI program clinic, Edmonton, Alta.

June 14: BMI program clinic, St. John, N. B.

June 20-23: Advertising Federation of America, Boston.

June 21-July 31: National Tv Institute, Pasadena (Calif.) Community Playhouse.

June 27-30: Advertising Assn. of the West, Salt Lake City.

AUGUST

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

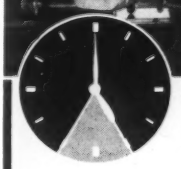
SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards, National Safety Council.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 30, Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers



"This is the Deacon Speakin'"

By all odds the top farm-program personality in Central New York, Bob Doubleday, the RFD Deacon, mixes wisdom and wit to hold the enthusiasm of his huge farm audience. City slickers listen, too. Participating, Monday through Saturday,

5 to 7 a.m.

Headley-Reed, National Representatives

WSYR SYRACUSE 570 KC

NBC AFFILIATE

Texas Independent
$42,500.00

A well established and profitable station in a fine growth market. Presently under absentee ownership. An owner-operator can net in excess of $1500.00 monthly on the present volume. Financing available.

Southern Regional
$315,000.00

Located in one of the south's largest markets, this independent operation which shows consistent profits offers an outstanding opportunity for further growth. Sizable quick assets included. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Facts on 'Facts Forum'

CONSIDERING the attention the program has recently received in national magazines and in Senate debate over the confirmation of FCC Comr. Robert E. Lee, it is strange that one feature of *Facts Forum* has been largely ignored. That feature is the inconsistency of the program's sponsorship.

By the estimate of the program's moderator, Dan Smoot, radio and television stations donate more than $3 million a year worth of time to *Facts Forum*. Yet it is interesting to observe that although hundreds of stations carry it without charge, the program is carried in paid time by WMAL Washington and WTTG (TV) Washington. The organization that pays the bill on those stations is Facts Forum Inc., the foundation which receives its heaviest financial support from H. L. Hunt, the fabulously rich Dallas oilman and rancher.

Whether Facts Forum Inc. buys time for its show on other radio and television stations is not known (although it is known that some stations sell the shows to local advertisers). The point is that it violates the generally recognized principles of commercial broadcasting if the sponsoring organization of a program of this type buys time from some stations and gets a free ride from others.

We do not presume here to go into the character of *Facts Forum*, which has been both attacked and defended in Congress and elsewhere. Quite aside from that, a question may be raised as to the propriety of the irregular manner of its placements.

Sauce Bernays

IT MAY be true, as he steadfastly maintains, that Edward Bernays, the public relations counsel, conducted his critical poll on tv commercials with the purest motives of public service. Whatever his motives, it cannot be denied that he obtained considerable personal publicity in releasing comments by a group of educators, businessmen and churchmen which added up to a severe condemnation of contemporary tv practices.

The Bernays poll cannot be entirely ignored, for indeed there are commercial abuses that need correction. They are not as critical or as abundant, however, as the ultra-sensitive Bernays respondents would have you believe.

Possibly the survey was all to the good. It may remind a few erring telecasters that moderation is not without reward. And, who knows? It may accidentally establish Mr. Bernays as an ideal public relations counsel to advertising media in competition with television.

Maj. Edwin Howard Armstrong

THE PONDEROUS physical being of Maj. Edwin H. Armstrong has passed from the contemporary scene. But his inventive genius will benefit mankind forever.

Maj. Armstrong was an enigma even to his friends. He was respected as a scientist who contributed some of the fundamental inventions and processes that make radio reception possible as we know it today. But he was a complex and controversial man who forever seemed to be battling adversaries, both in industry and in Government. He once accused FCC and Bureau of Standards engineers of tampering with the official records to his detriment. And, at the time of his tragic death, he was in the throes of pretrial litigation with RCA over patent rights.

Because the major was an intense person, he guarded zealously what he construed to be his rights. A news story which placed what he considered improper emphasis on any of his developments promptly was brought to the attention of the editor involved. A misplaced comma, in his precise, scientific mind, was error that warranted editorial correction.

Although his invention of the regenerative and the superheterodyne circuits were more remunerative, Maj. Armstrong regarded his development of fm as his crowning achievement. Up until almost the day of his demise, it was on his mind, because he had written the FCC favoring the proposed new rules on multiplexing specialized services on the fm channels, a development in which he had also participated.

Maj. Armstrong, in life, erected for himself a monument that is timeless. Every time one turns on his radio or television set he is paying tribute to Edwin Howard Armstrong. Others gave radio a voice; he gave it sensitivity and amplification.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"You've got your sponsors mixed again . . . this is Wednesday night!"

In Fee Not So Simple

AT THIS stage it would appear important that the FCC's proposal to charge filing fees for broadcast station applications (and all others) is merely a proposal and not a rule. Presumably, if an adequate case can be made, the fees may never materialize.

But a realistic appraisal persuades the conclusion that a fee system there will be. The economy-minded administration is for it, and Congress has paved the way legislatively. The Government wants to return to the Treasury the monies disbursed in administering the various agencies providing service to art and industry.

In the broadcasting field the idea of charging federal filing fees is so unprecedented and the potential meanings of it so ramified that it is difficult to evaluate the proposal in haste.

On the positive side, the imposition of fees would seem to give broadcasters some rights of equity in their properties that they do not now enjoy. The claim no longer could be made that facilities are allocated *solely* for the benefit of the public. Thus, it would appear that, whatever the fee, the broadcaster is acquiring a right making him perhaps less vulnerable to attack. Another benefit might be to discourage frivolous applications.

On the negative side, it is immediately apparent that the amount of the proposed fees will work hardships on applicants, particularly those in small station operation.

The entire concept of filing fees should be carefully studied by qualified broadcasting attorneys so that well-considered comments may be filed. Perhaps the benefits that would accrue overshadow the objections. The deadline is April 1, allowing plenty of time. The important point is not to let the fee system in by default.

The Misery Touch

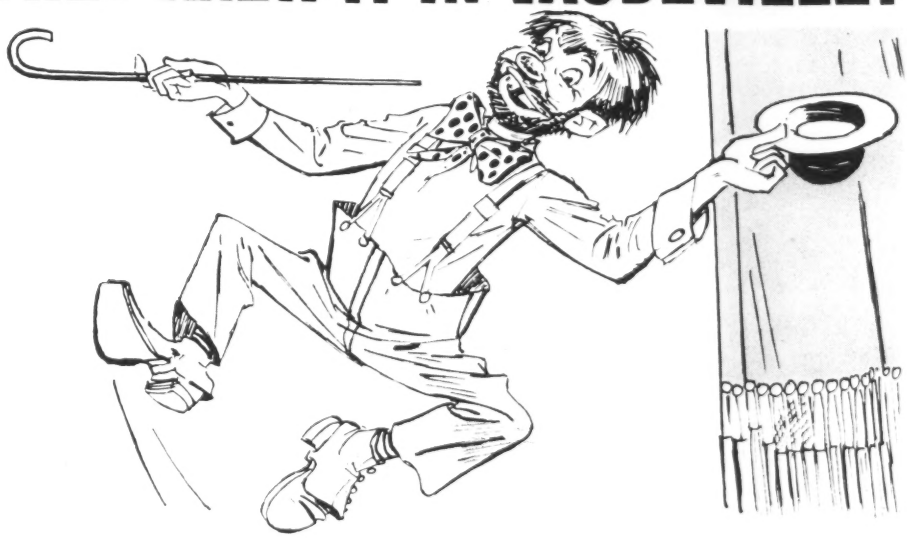
HOWEVER we may disagree with the New York City Welfare Dept.'s belief that it has a right to license a radio-television program, we cannot help but sympathize with the reasoning that has induced the department to announce it may take jurisdiction over *Strike It Rich*.

The sole appeal of the program is to those who take perverse pleasure in human misery or those who hope somehow to relieve their own troubles by participating in the show. The latter, it turns out, are by no means few; the welfare department says it has been obliged to give aid to many impoverished hopefuls who have landed in New York to try to get on the program.

Of a certainty, *Strike It Rich* commands a large and faithful audience, but the value of a program cannot be measured by commercial success alone. To argue that *Strike It Rich* and its imitators are worthwhile as charities is to be fatuous. At best they provide charity for the few but only morbid amusement for the many.

The logical course here is to make a strong legal stand to dispute the city's contention that it can license a program but coincidentally, in the interest of good taste, to change or abandon the show.

THEY KNEW IT IN VAUDEVILLE!



Every act on the boards knew there were certain cities that responded better to their performance. A typical performer's reaction was, "You should have caught th' act in Oskaloosa . . . they loved me there!"

Things haven't changed a bit; regions, areas and localities still differ in their tastes—tastes better evaluated and met by those *right on the spot.*

That's why independent radio is scoring so many outstanding successes . . . why independent radio has thrived in the face of competition! If you want to put your product over in Home Town, America, *be* independent . . . *think independent!* Contact any of the top independents listed below!

These Top Independents Sell the Home Folks Best!

WCUE — Akron, Ohio
WCOP — Boston, Mass.
WDOK — Cleveland, Ohio
KMYR — Denver, Colorado
KCBC — Des Moines, Iowa
WIKY — Evansville, Indiana
KNUZ — Houston, Texas
WXLW — Indianapolis, Indiana
WJXN — Jackson, Mississippi
KLMS — Lincoln, Nebraska
WKYW — Louisville, Kentucky
WMIN — Minneapolis—St. Paul, Minn.
WMIL — Milwaukee, Wisconsin
WKDA — Nashville, Tennessee
WAVZ — New Haven, Conn.
WTIX — New Orleans, La.
KBYE — Oklahoma City, Okla.
KOWH — Omaha, Nebraska
KXL — Portland, Oregon
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KEAR — San Mateo, California
KOL — Seattle, Washington
KREM — Spokane, Washington
WTXL — Springfield, Mass.
KSTN — Stockton, California
KSTL — St. Louis, Missouri
WOLF — Syracuse, New York
KFMJ — Tulsa, Oklahoma
KWBB — Wichita, Kansas
WNEB — Worcester, Mass.
CKXL — Calgary, Alberta, Canada
CKNW — Vancouver, B. C., Canada
CKY — Winnipeg, Manitoba, Canada

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS • AIMS